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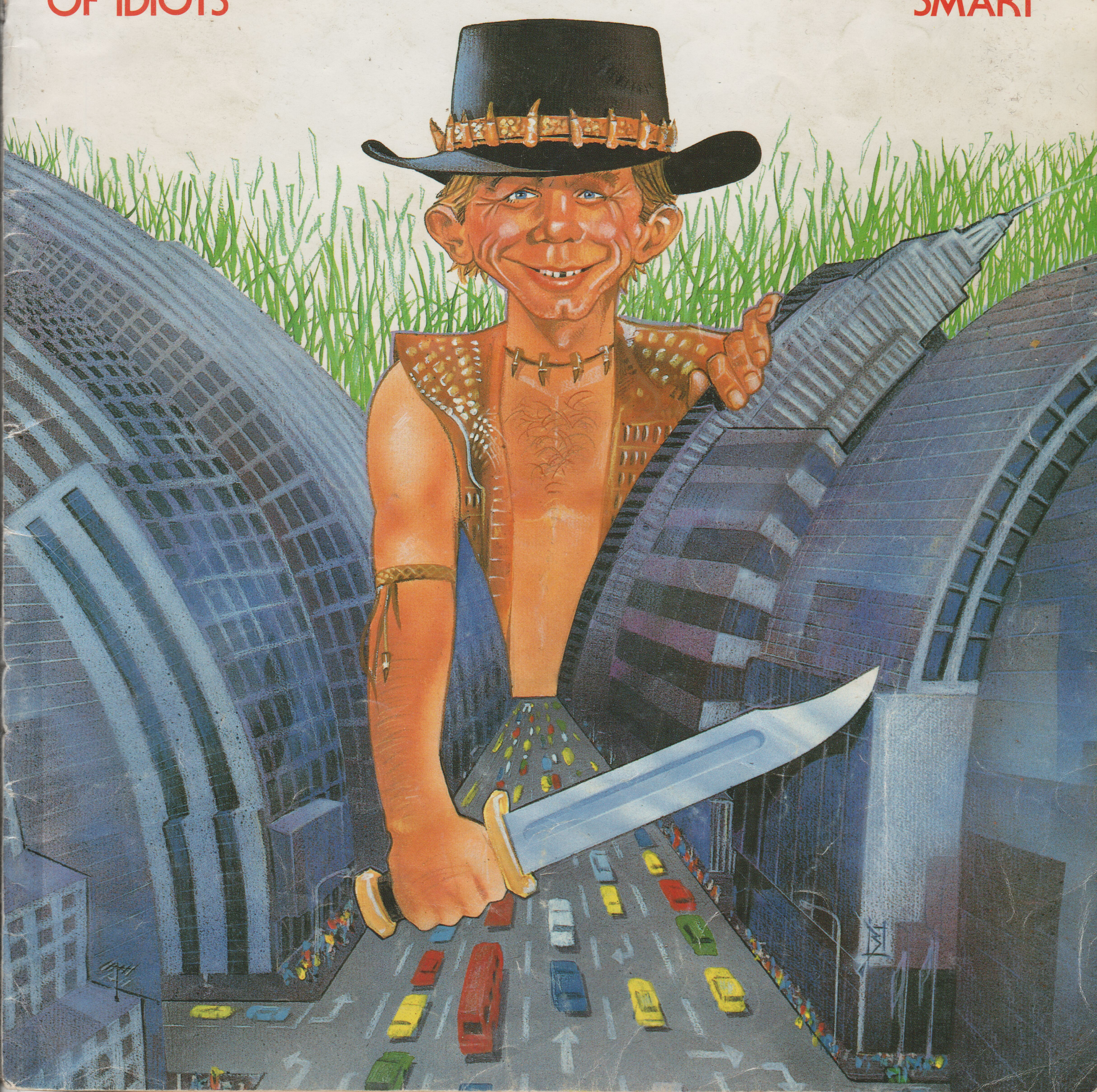
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OUT NOW

NUMBER 272

MAD

"It's astonishing how politicians never say anything, yet always insist they're being misquoted!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* **MRS. WM. M. GAINES (finally!)** *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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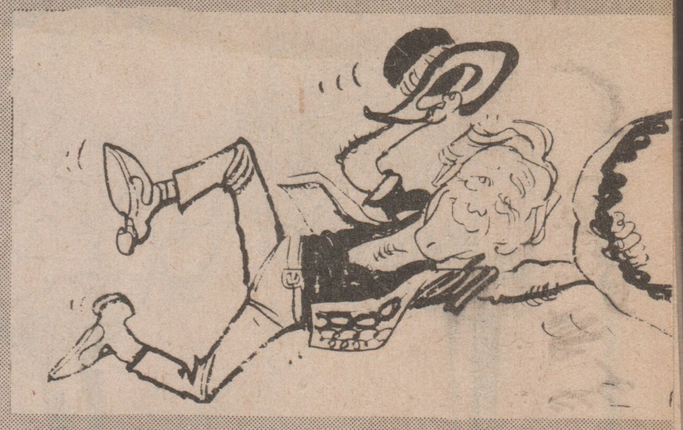
**Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS BACK COVER WRITERS: JOE RAIOLA & CHARLIE KADAU
BACK COVER PHOTOGRAPHER: IRVING SCHILD

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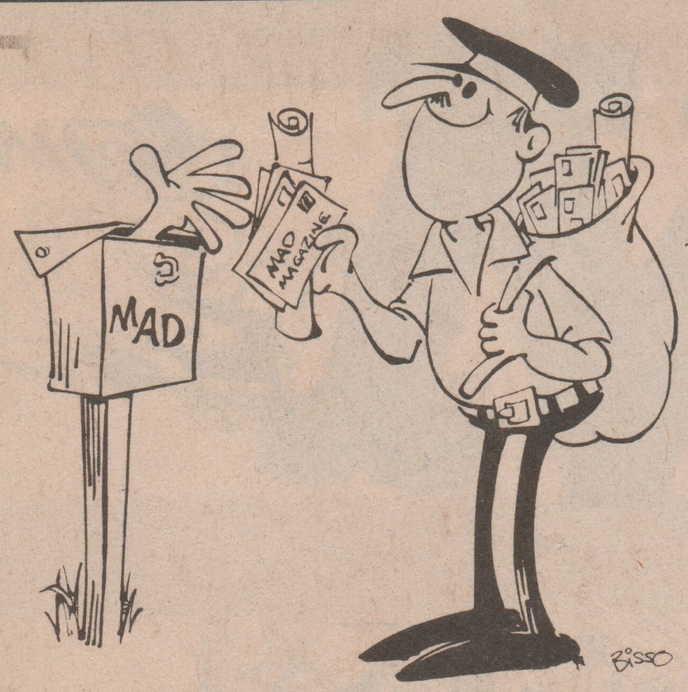
THE LIGHTER SIDE OF... Pg. 26





IT'S A DIRTY JOB... Pg. 48

LETTERS DEPT.



TWISTED

Dear MAD Lunatics,

I have just finished reading Issue No. 267 and I thought it was great! I just went MAD over Top Gunk. Unfortunately, my tongue got so twisted trying to say MAD's modern day tongue twisters that I couldn't speak properly for the next ten minutes. Keep up the good work. Yours MADly, Andrew Richards, A.C.T.

FELLOW FUTURISTS

Talk about behind the times! I have already purchased many of the useful and cheap products advertised in MAD no. 267's *Defense Contractors' Clearinghouse Catalog.*

Just this afternoon I used some *Metal Alloy Hammerless Brads* helped in by an *Executive Model Flat Edge Hammerless Brad Inserter* to. replace a faulty *Space Age Photosphere* or *Night Neutralizer Orb.* After this energy sapping work I decided to do some spring cleaning. I emptied my new *Magnetic Base Tobacco Residue Receptacle* and then proceeded to terminate some atmospheric hazards with my *Fixed Blade Acoustical Equalizer.*

I have just completed an entry in my *Dual Ledger Pricing Index.* The *Zero Gravity Lead Dispenser* with a *Lead Eradicating System* was perfect for the job.

After using my new *Memo Collating and Unification System* to help me remember some important pages, I wrote two drafts of this letter.

I had to hone the *Zero Gravity Lead Dispenser* a total of four times which is pretty economical when your using a *Lead Dispenser Honer* that is brand new.

The technology that these Americans have is mindboggling, and I am proud to own a part of it. Regards, Paul Richards.

SILLY SOVIET

To ze MAD Mag. Maniacs,

You will print tis letter in ze next magazine or I vill send my agents to ze company and you vill be decomissioned. You vill mae vuture editions hilarious or else! Ve russians vould like you to do a department on one of our films. "Modern Eye Surgery", "How to make a million in a communist society" and "the Complete History of Communism" are a couple of titles. You should be able to find those and many others at your nearest U.S.S.R,. Embassy. I was very impressed vith ve "Top Gunk" issue. The best thing about your mag is SPY v SPY. It is about ve only ting in your mag that velates to us. Zorry but i must go now! Yours Warly, Michele Gorbachev.

MAD MUM

Dear MAD,

My son has been wasting all his pocketmoney on your magazine since he was 8. He is now nearly 11 and shows signs of being utterly MAD. He reads it ALOUD to me (its not funny without seeing the pictures!!) and its driving me MAD.

I started reading MAD when I was 12 but now I only listen to it! The american trash is awful — keep up the Australian features — you will then be able to send 2 generations MAD at once. Well I guess its not too bad, he isn't reading PLAYBOY yet. If you don't print this I will come looking for Alfred and handcuff my son (also named Alfred) to him, and lose the key. — That will send *both* of them MAD. C.B., Canberra, A.C.T.

EDITOR'S ODE

Dear MAD,

I wish this letter to be published, if you don't I threaten to kidnap Alfred and wash him thoroughly. I enjoyed your Violent Mother Goose Issue No. 263. (Yes, someone did read it not just look at the pictures). Tell Alfred not to worry about anybody stealing his complete collectino of MAD magazines, although I have heard some good deals by a baglady who wishes to purchase hem for firewood or toilet paper. I think you've got a good deal there Alfie. And now some poetry for the editor;

I Love to Do My Editing
I love to do my editing
It makes me feel so good.
I love to do exactly as Alfred says I should.
I love to do my editing
I never miss a day.
I even love the men in white
Who are taking me away.

I now sign off saying: Yours MADly, Perth W.A.

BORING ANTI-MAD

To the MADdest of MADs,

We are writing to this MAD magazine, to tell you how MAD we are at all your MAD readers and how they MADly stress the word "MAD" in every one of their MAD sentences! It makes us really MAD! In this MAD world, you shouldn't consider us MAD, but MADly insane!

Enough of this complete and utter MADness! We have a bad MAD problem with the normal people in our sem-MAD school! The problem is . . . they are all quite normal (it's disgusting). While in study periods, we write to you (this MAd mag) they study! (Can you believe that?) . . . And at night while we MADly hang from telephone wires, they sleep in their cosy beds! (We're really worried for them!) Then . . . during exams, while we grope for MAD comics (hidden under the carpet) they actually answer the questions! (It's just too sickening to talk about!)

Well . . . we must go now! The garbage man is trying to tow away our breakfast! Yours in complete and utter MADness, Nee-hole and Hiny (We're from Queensland — The place where we straighten our bananas; we don't bend them). So there!



CRUISING

Dear MAD,

My name is Tom Cruise and I think that the satire on Top Gun was totally wrong. Me, being an actor would know. You missed most of the facts and I would appreciate it if you would make an apology to the producers and so forth. I do not like the way I was drawn either, otherwise it was quite good.

I have collected your comic for over two years. I read it when I am not flying my planes which is not very often. I have approximately thirty comics. I like the satires on Top Gun, Rocky IV, Back to the Future, Cocoon, Down and Out in Beverly Hills, Superman 3 and Dynasty.

If you do not print this in your comic I shall come to you and show you how MAD I really am! Yours MADly, Tom Cruise, Innisfail, Qld.

STUPENDOUS

Dear MAD,

I've been reading MAD magazines for about five years, yea five years! And can you believe this is my very first letter, THE FIRST ONE! I'd like to tell you that I've tried other magazines e.g. Crazy, Cracked, etc, etc, etc, these magazines are nothing compared to MAD. I love Sergio Aragones department. The lighter side of, and all the other great junk. Thanks for the stupendous entertainment. I think Alfies face suits the front cover. It's terrible like the magazine, but I still love it. No. One Fan, Luigi Pagnozzi, Tusmore, S.A.

IN BLACK AND WHITE

To The Editor,

I am not a regular reader of MAD but while I was at a friend's I picked up her younger brother's copy to read it. It was No. 263. I found that most of the magazine was quite humorous but I was appalled by the feature "All White Song." I feel that this sort of racialism is not necessary in a magzine that is supposed to be funny — apartheid Is not a joke. Yours sincerely, Tristine Bridges, Athelstone, S.A.

FORGIVING

Dear MAD,

I'm mad about MAD but I'm not MAd about some of the comments in: MADs "Religion" Promoter of the Year (Super Special No. 59).

It was funny but some comments I didn't appreciate. I'll forgive you this time but . . . DON'T DO IT AGAIN!!! G. Phillips.

Dear MAD-Men,

"Stop press and Ed's". I was wandering if youd'e be so kind as to publish a satire on Prisoner, you Whaky, insiene, demented, degenerate, sick, atrocious, evil, kinky, repulsive, degraded, imbeceles. Of course, if you ignore my polite pleas, I could always be so mad as to develope a chronic liking for 'Cracked' magazine. And, as I have been so 'mad' as to have purchased over fifty (yes fifty) Mad, magazines, your profits, just may decline somewhat! So, I'll look forward to seeing the Prisoner satire, 'and' this letter, in one of you rsoon to be released Mad mags.

Thank's for the many laughs your mag has provided me with, and keep up the good work. Yours MADly minded, Darren Croxson.

TURNING 21

To MAD,

Firstly I would like to lodge a complaint as this would by my third letter I have written to this MAD institution. If this letter is not published I will start reading Cracked, though seeing I can't afford such an expensive magazine I won't buy either magizines (which a quick calculation shows that I will save A great $24.40) anyway after that short introduction I would like to say hello. The reason for my writing is because I am celebrating my 21st MAD magazine. I look upon my pile of mags and wonder how I could of been so stupid to collect that many. I am up to number 267 though knowing the letter line up this will be published in number 277.

Any way, could you please do a satire on Crocidile Dundee and the problems of Australian cricket.

Well, its time for me to go. James, N.S.W.

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUES AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

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I enclose $21.50. Please enter my name on your subscription list and mail me the next 12 Regular issues of

AUSTRALIAN MAD

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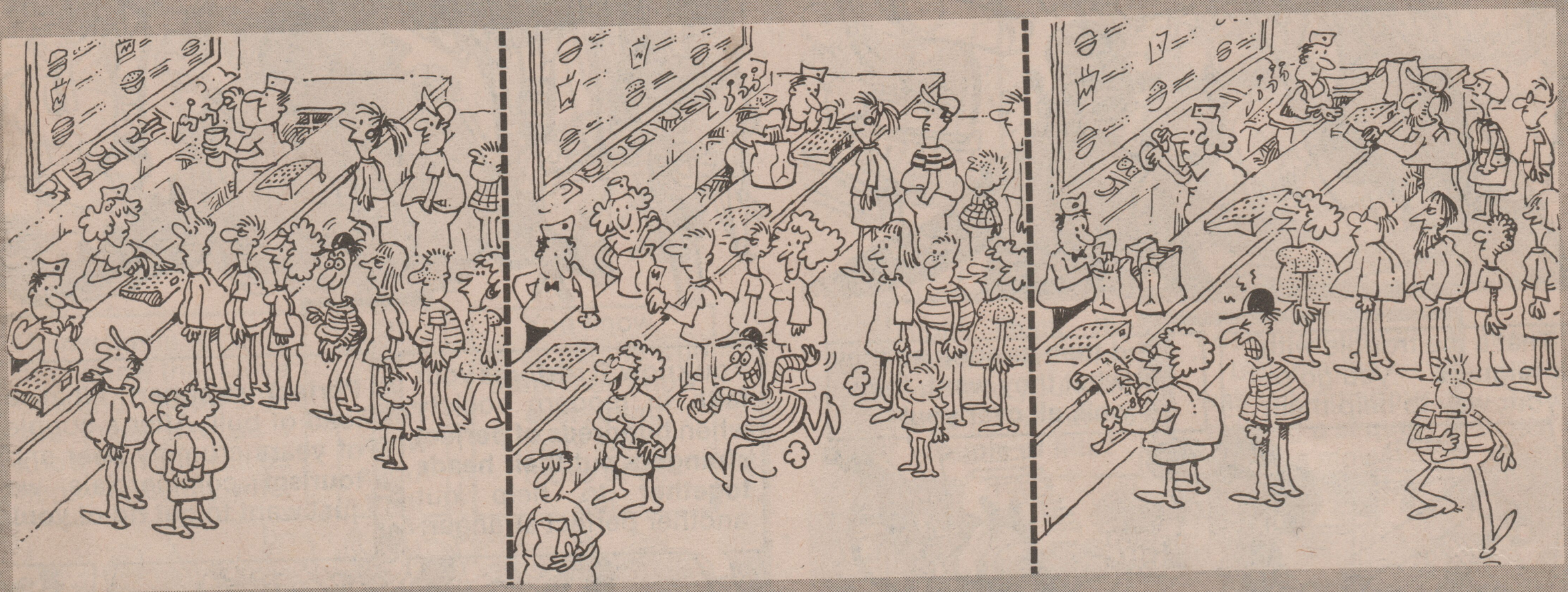
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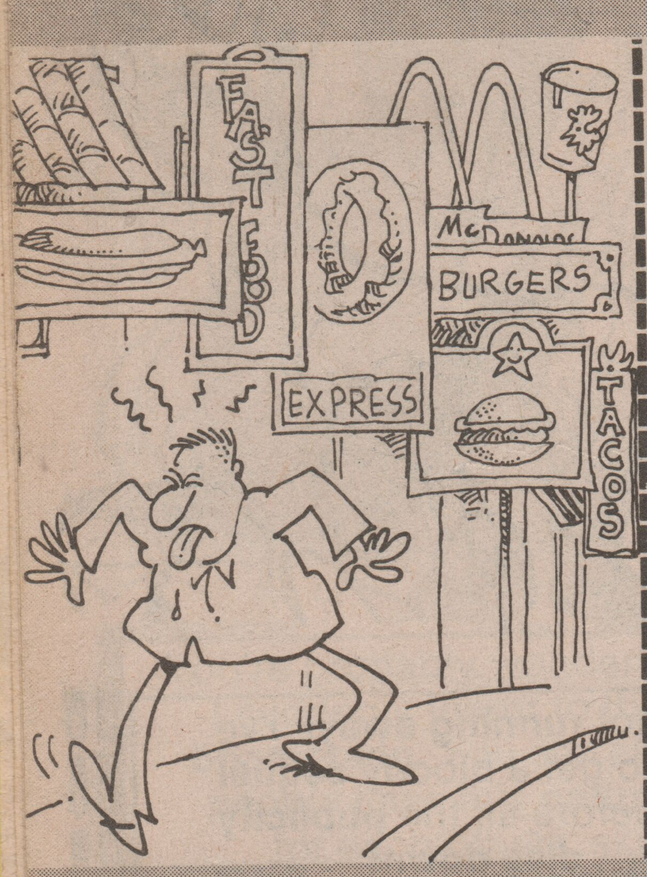
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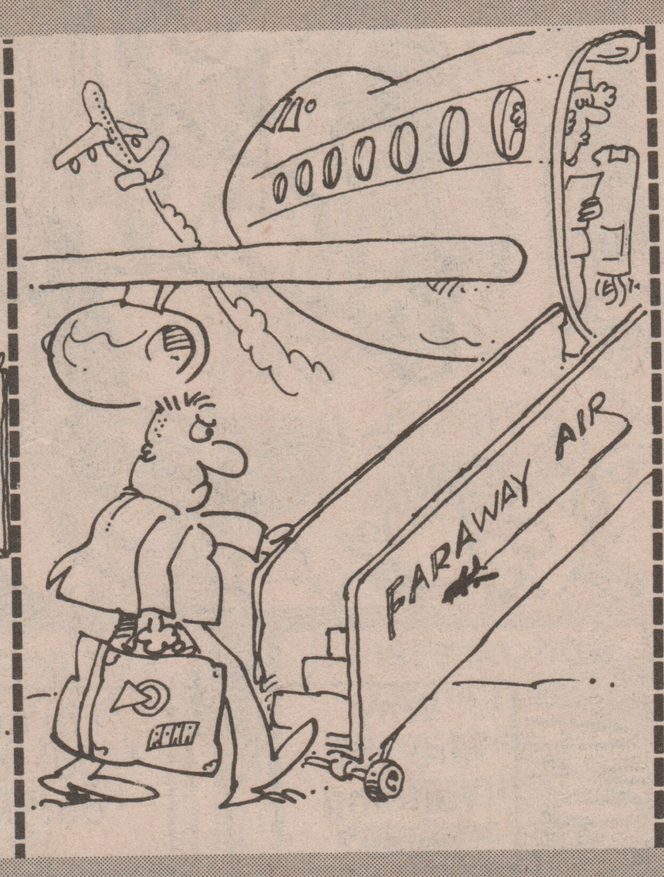
SERGIO ARAGONES DEPT.

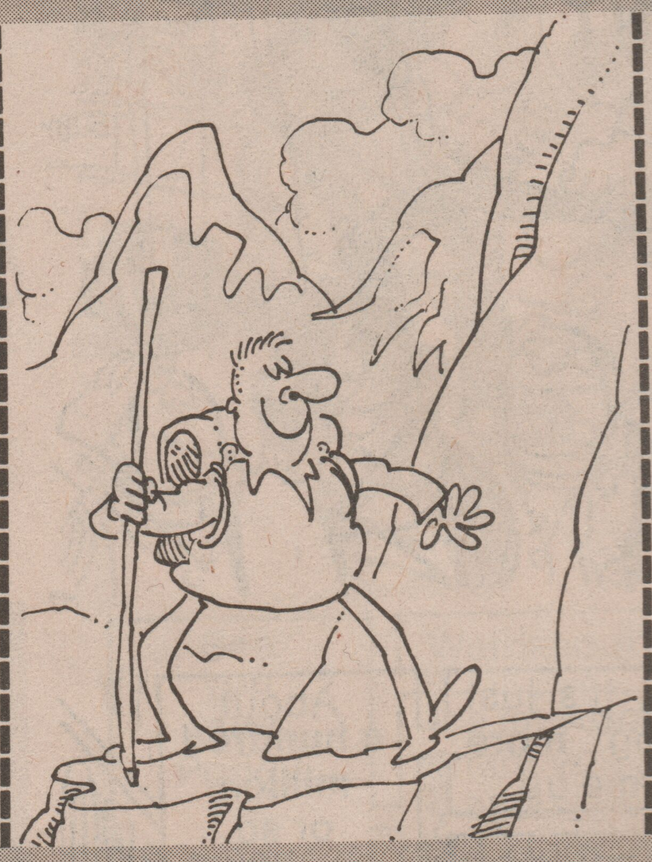
A MAD LOOK AT FAST F

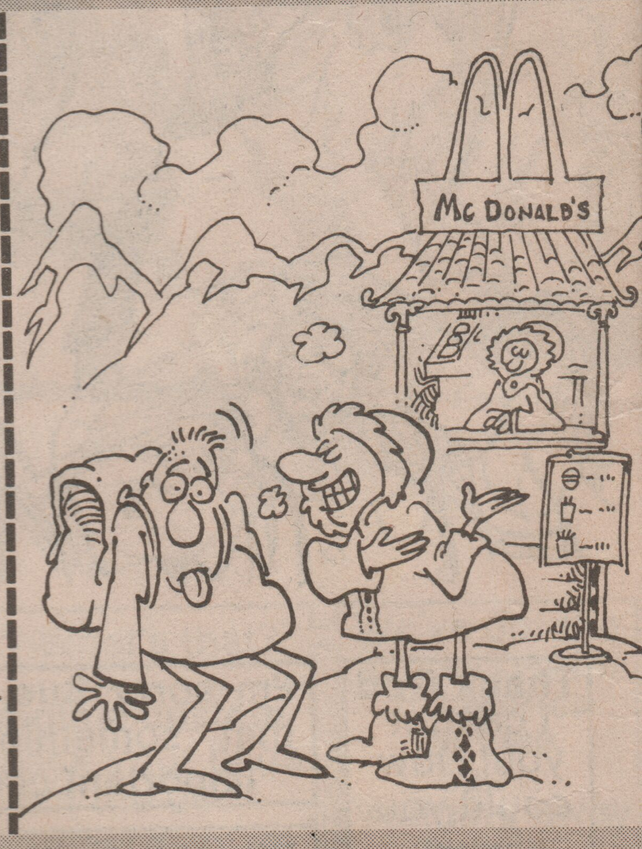


ARTIST AND WRITER:



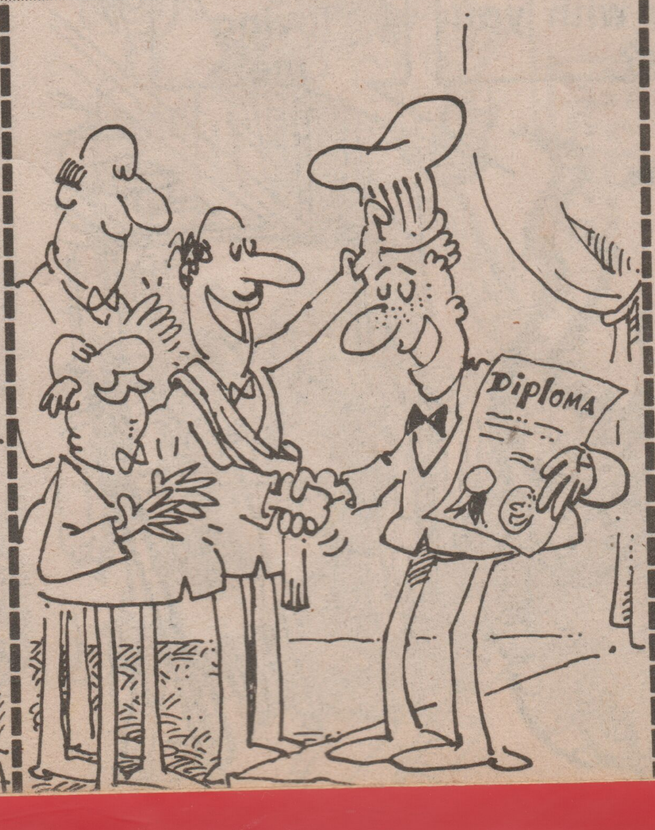


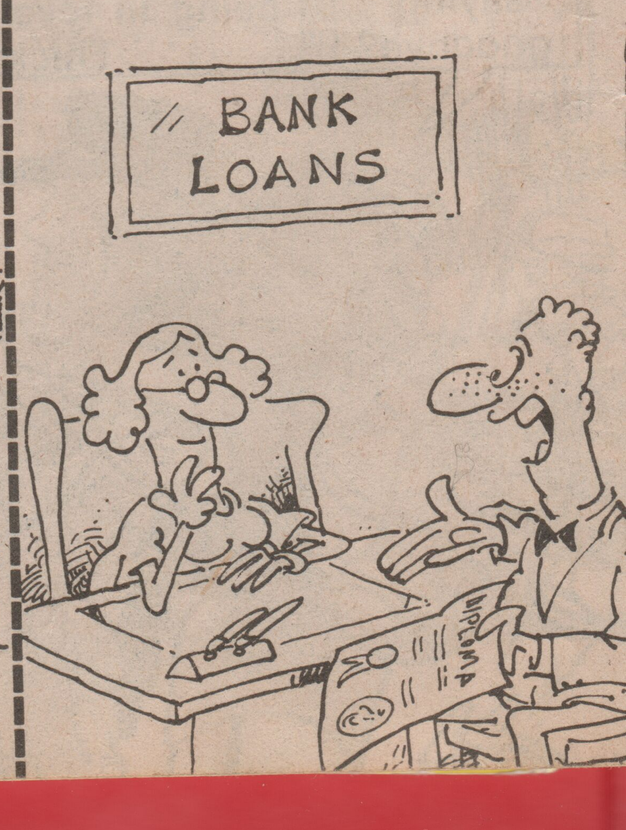




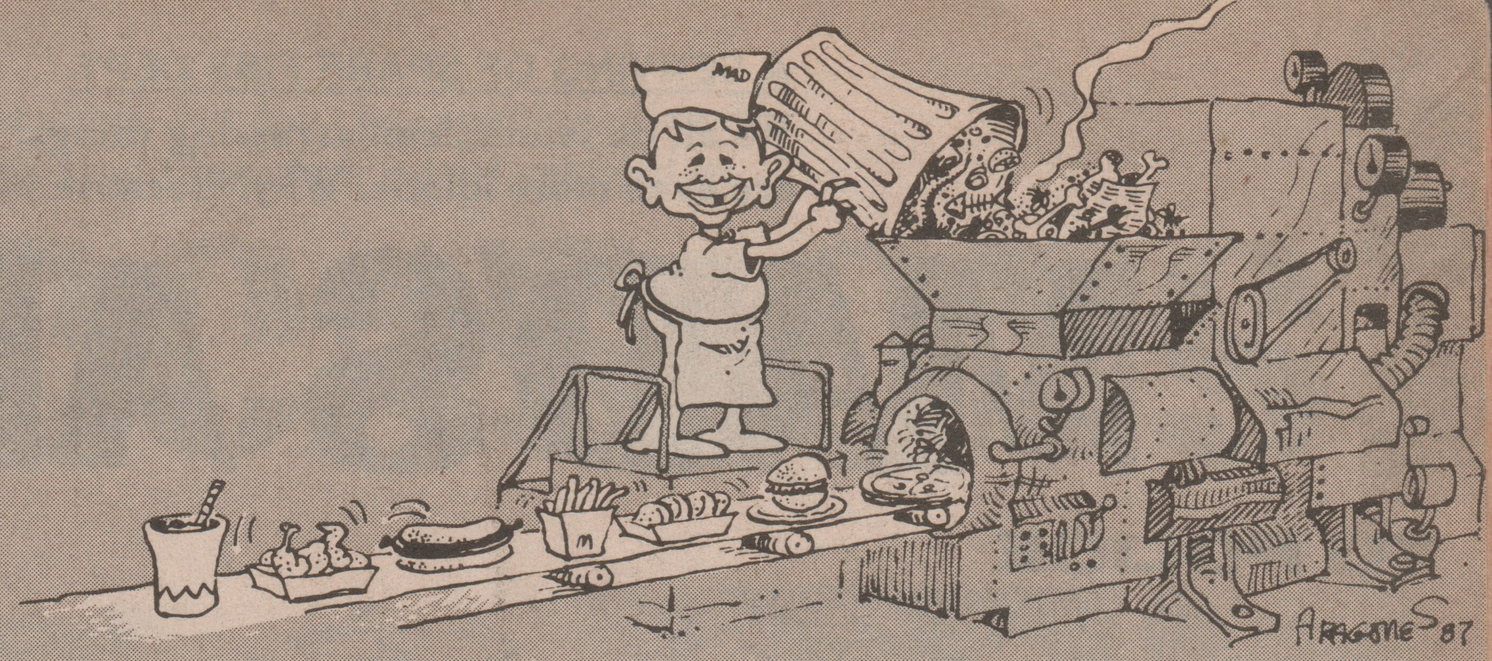


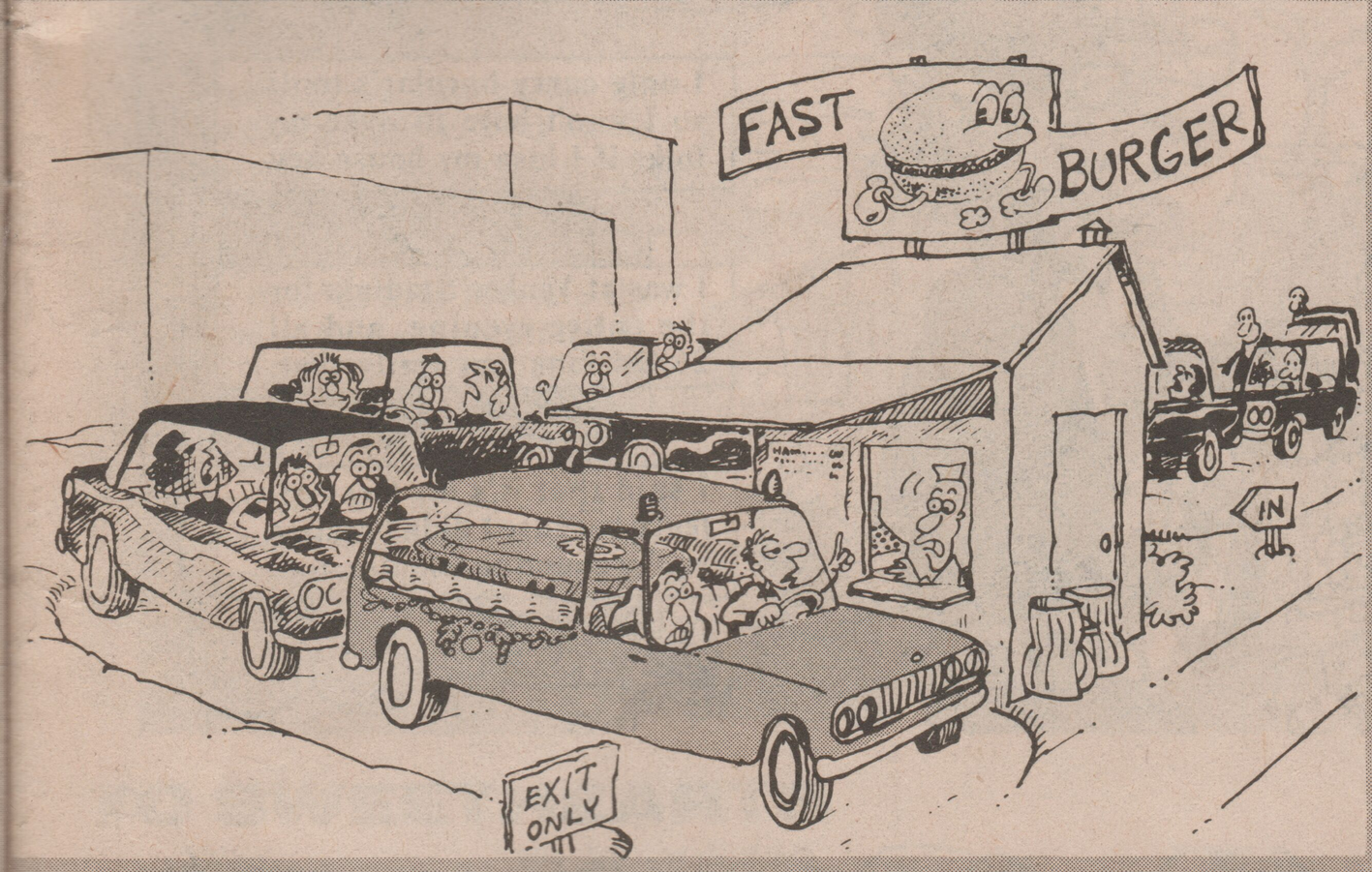


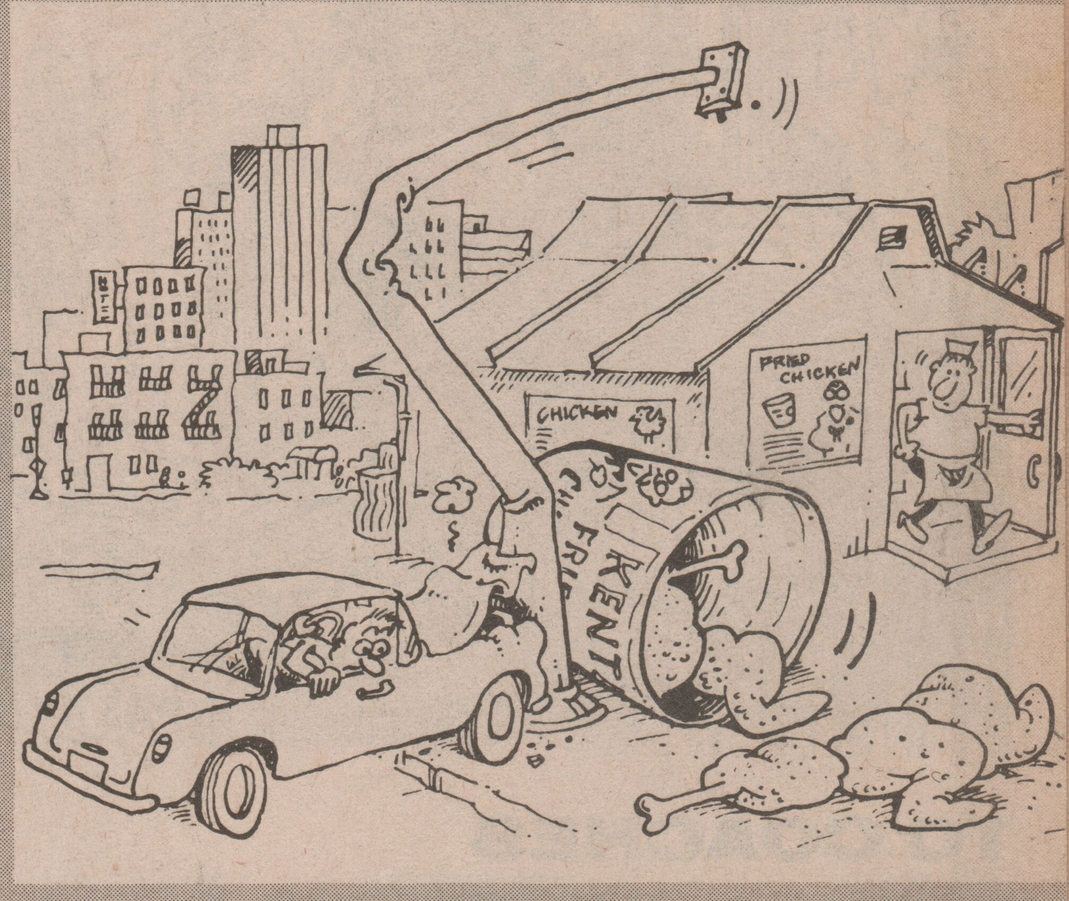




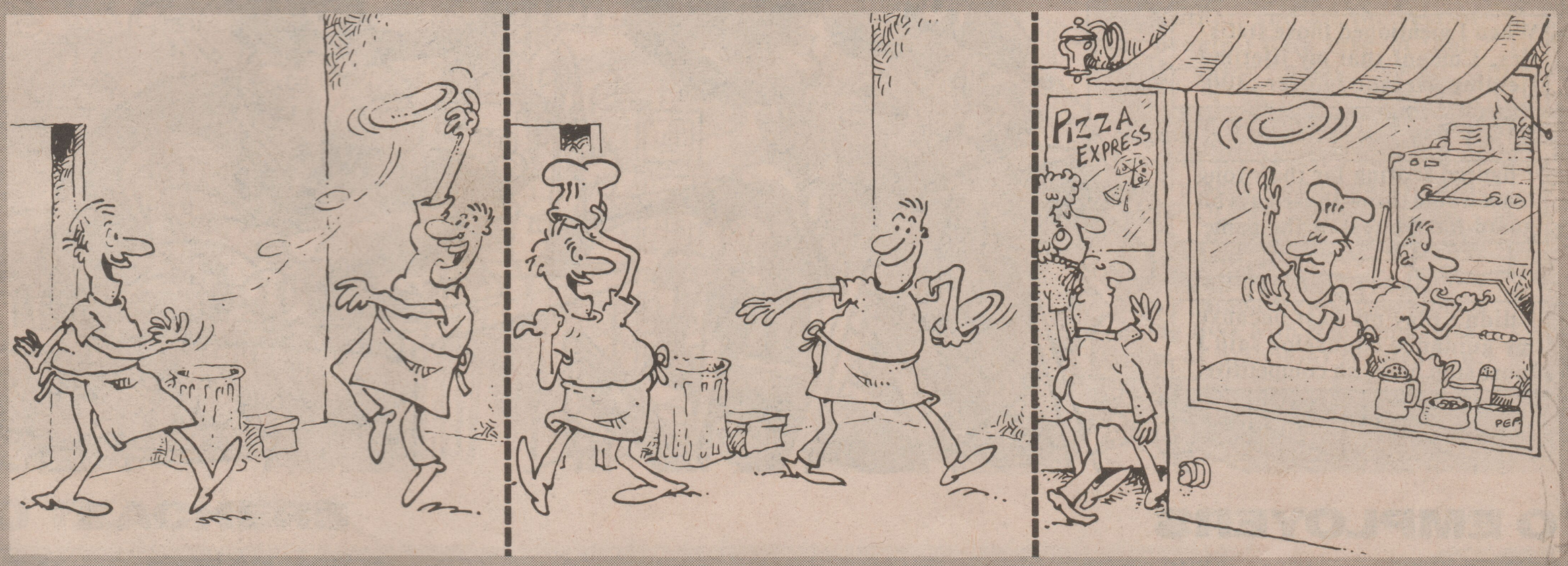
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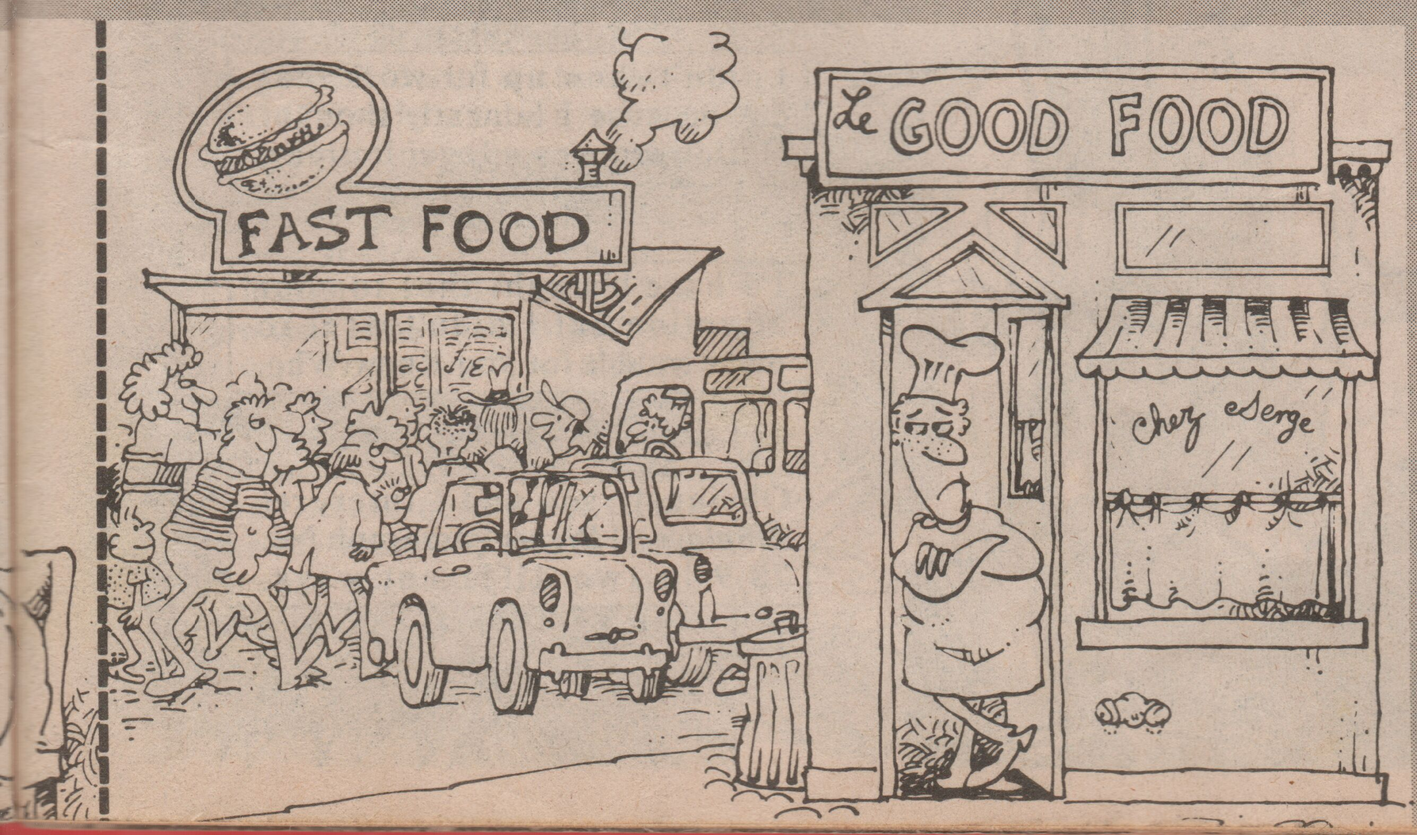






SERGIO ARAGONES









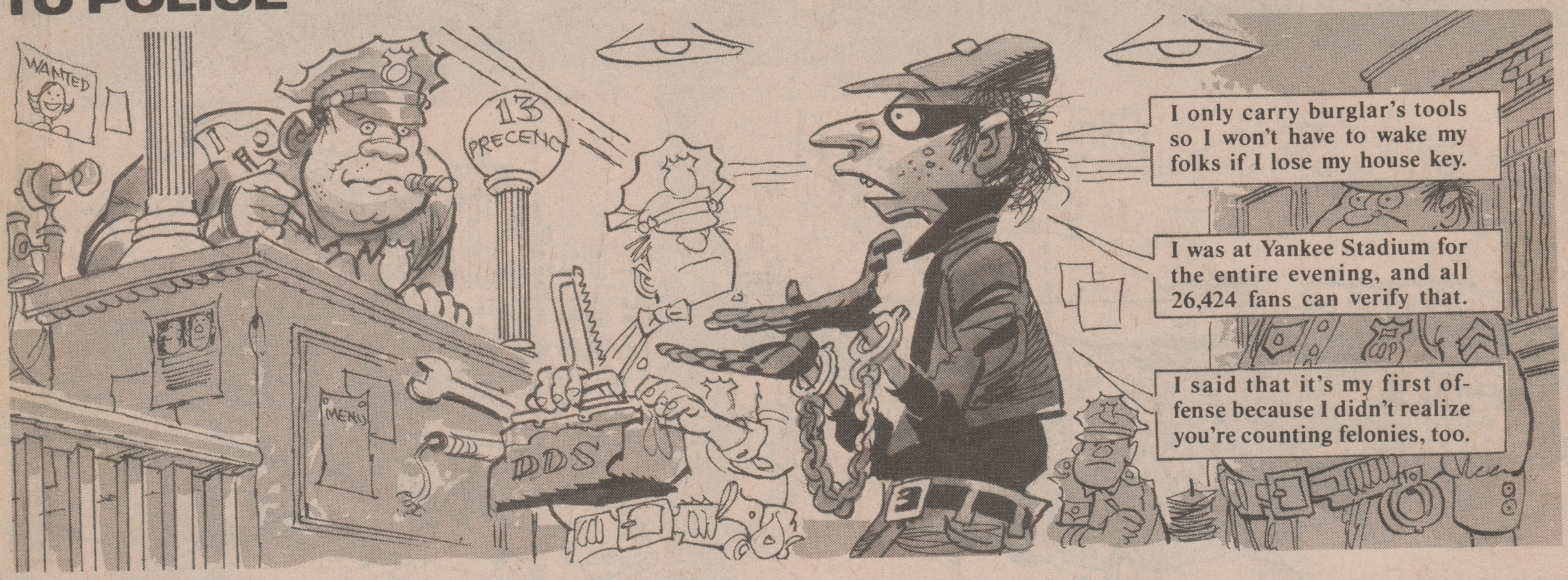
A SERVING OF SPARE FIBS DEPT.

We all do idiotic, embarrassing things. Then we try to blab our way out with excuses that are even more idiotic. Why? Because when you wait till the last minute, you concoct lousy

MAD'S ALIBIS FO

ARTIST: JACK DAVIS WRITER: TOM KOCH

TO POLICE



TO COACHES

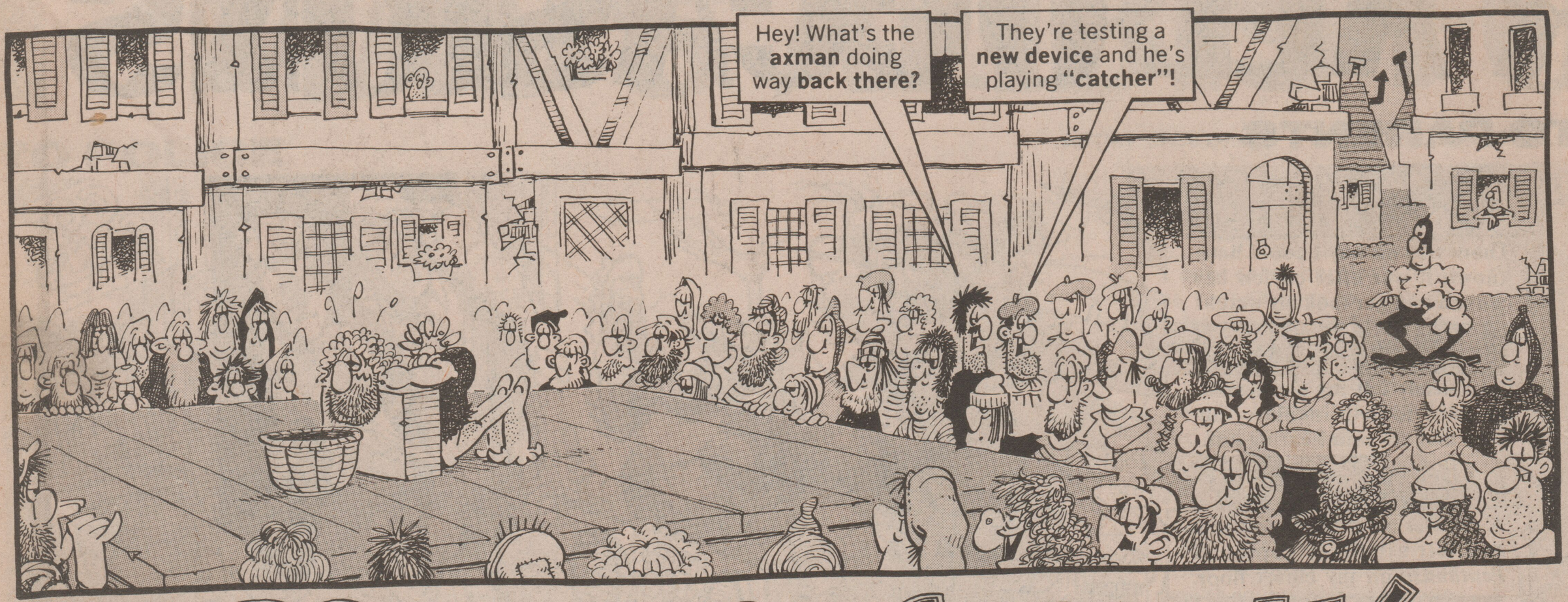


TO EMPLOYERS

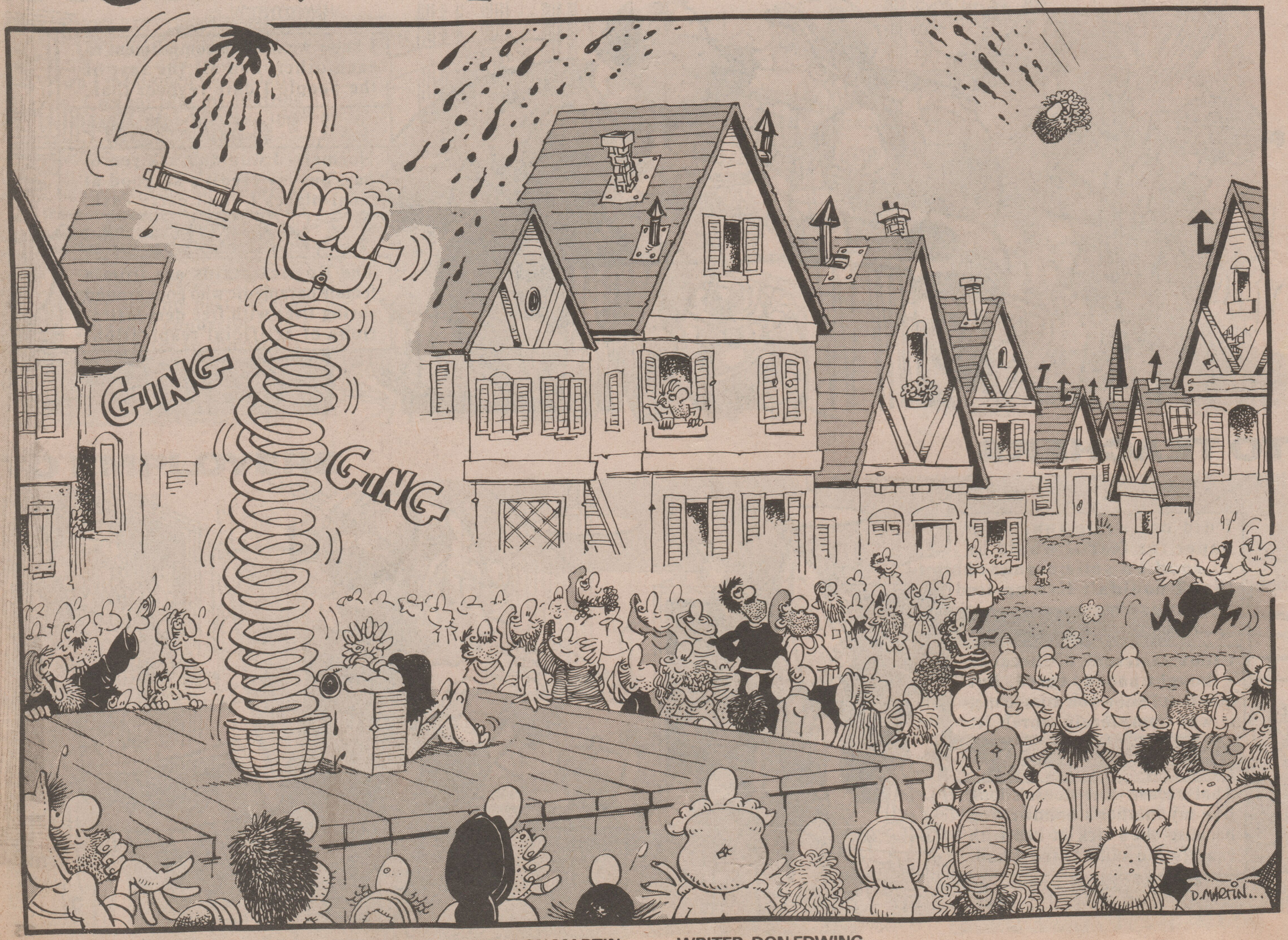


DON MARTIN DEPT. PART I

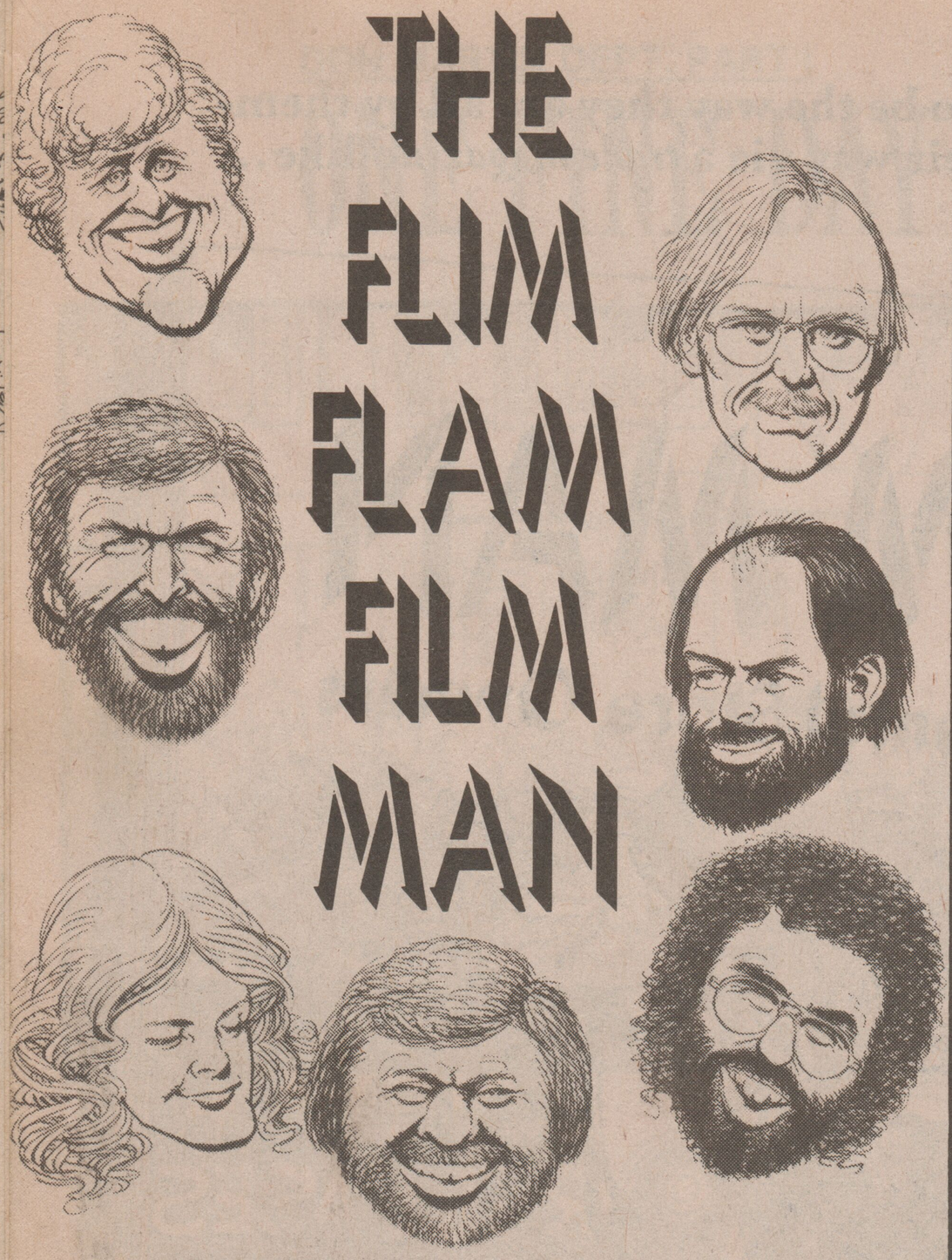
ONE FINE DAY IN NORTH CALAMARI



SPROINGACHONK



ARTIST: DON MARTIN WRITER: DON EDWING

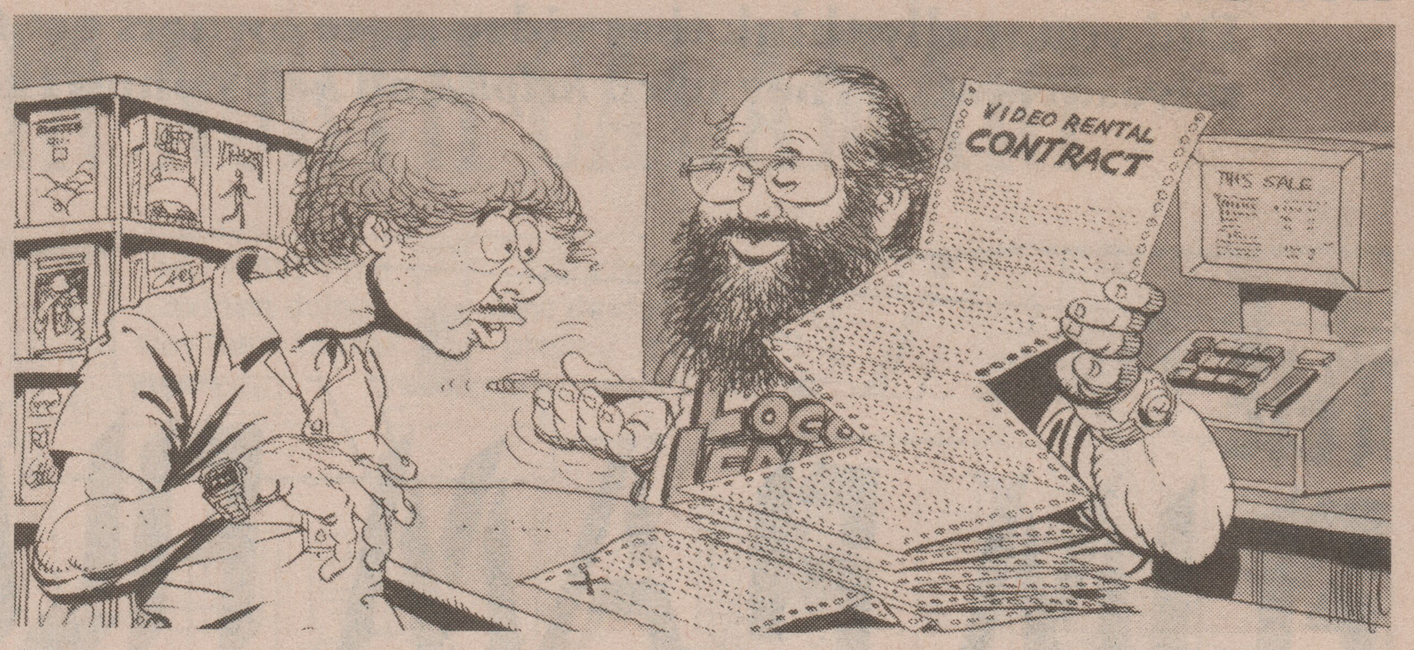


THE FLIM FLAM FILM MAN

The Magazine for Videocassette Rental Store Owners

V.C. ARR .... *Publisher*
V.H. ESS .... *Editor*
BETTY MAX .... *Asst. Editor*
T.D. KAY .... *Tape Editor*
MAX ELL .... *Asst. Tape Editor*
RE WIND .... *Back Issues*

VIDEO RENTAL CONTRACT OF THE MONTH



Each month the *Flim Flam Film Man* prints a contract that we think best demonstrates what a video rental agreement is supposed to do: confuse and mislead customers without promising anything on the part of the store! This month's contract was sent in to us by Fred Vague of Vague Video in Omaha, Nebraska.

Video Rental Agreement

It is agreed that this store is not responsible for any damage our cassettes may do to your VCR. However, the customer *is* responsible for any damage, real or imagined, as determined by us, that has been done to any cassette you rent, or handle in the store, or look at, or even think about when away from the premises.

We have the right to cancel this contract whenever and for whatever reason we so determine without refunding any part of the video club membership fee. In addition, the customer agrees not to read this contract before signing it or else incur a 50% penalty.

Signature _____ Date _____

THE LATEST HIT MOVIE CASSETTE TITLES—$10 EACH!!



How can we bring you these top-grossing box office giants for only $10 a shot? Simple—we sell you the cardboard sleeves, not the videocassettes! You can put any tape you want into the sleeve—like "The Joys of Calculus" into the sleeve for "Top Gun." Your customers won't know until they get home! Then, if they return to complain, you can accuse them of switching tapes themselves, tell them it's a criminal offense and threaten to call in the F.B.I. unless they pay up! Either way, you win!!

ORDER TODAY

Send a list of the movies you want empty boxes for along with $10 for each to:

Void Video, Inc.
P.O. Box 3000
Empty, Wisconsin

VIDEOCASSETTE REVIEWS
(TURN MOVIE AWFULS INTO CASH DRAWERFULLS!)



By Video Vic

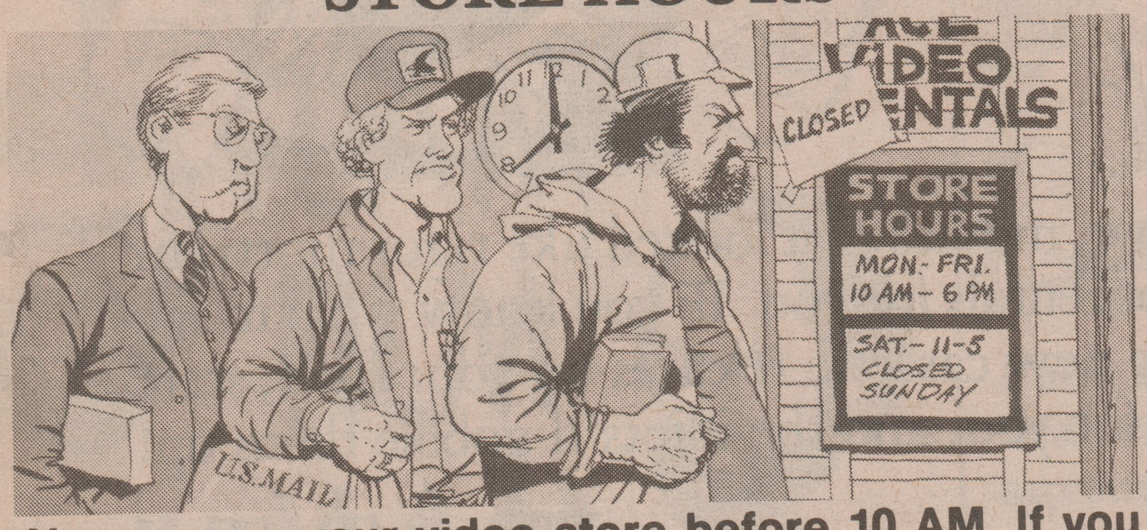
Hey, video store owner guys! As you all know, movies that looked like rigor mortis in theatres just a few months ago can be real hot rentals for you IF you know what to say to your customers about them. So, put these new cassette releases on your shelf, start repeating some of the lines we've provided for you, and the idiots'll gobble them up!

Vic's Review	What To Tell Your Customers
SHANGHAI SURPRISE **Putting Madonna and Sean Penn in the same film is like multiplying zeroes. The only notable thing about this stifferoo is that Madonna finally wears her undies *beneath* her clothes! This film should go a long way in establishing Penn as next year's top trivia question.**	***Unquestionably, one of the best films made in the last 10 years. If you don't take it, I'll watch it tonight—again!***
THE MONEY PIT **This flick stinks so much it should have been called "The Arm Pit." What Shelly Long lacks in charm, so does Tom Hanks. If you want to sleep, watch this dog.**	***Steven Spielberg was the Executive Producer. Need I say more? It's the best!***
POLICE ACADEMY 3 **This may be the last in the series of "Police Academy" films. After watching it, I don't think that the childish producers can count any higher. A real bow-wow.**	***I couldn't stop laughing. My sides ached. The guys who made this film succeed where Woody Allen fails!***
HOWARD THE DUCK **"Howard the Yuck" is an example of an idea whose time will never come. George Lucas made this film, but he won't have to worry about his reputation. After all, how much bad word of mouth can 500 people generate?**	***Incredible, terrific space fantasy from the George Lucas Studio. He made* Star Wars, *so how can you miss? Rent it!***
SHORT CIRCUIT **Fun-seeking teenagers play with a robot who seems to have more facial expressions than they do. This bomberoo stars Ally Sheedy, whose name sounds more like an Arabian curse than an American actress.**	***Why this film didn't sweep the Academy Awards is beyond me...it's stupendous! Ally Sheedy is charming!***
UNDER THE CHERRY MOON **"Under the Cherry Bomb" is more like it. Prince starred in and directed this film. It is an homage to something larger than life—his ego.**	***Robert DeNiro couldn't wash this guy's socks! What an actor! What a film! Rent it!***
JO JO DANCER YOUR LIFE IS CALLING **This turkey could have been titled "Richard Pryor, Your Career Is Dying." Pryor directed and starred in this picture that showcases his many talents. Unfortunately, it also showcases the limits of those talents—one of which is his inability to direct a film that makes sense.**	***This picture is so good I was going to charge $2.00 more for the rental, but since you appreciate good films I'll give it to you for the regular price!***

BEGINNER'S CORNER

This feature is presented in each issue of the *Flim Flam Film Man* to help new video store owners make bigger profits without having to provide better service. Use these handy tips and cash in big

STORE HOURS



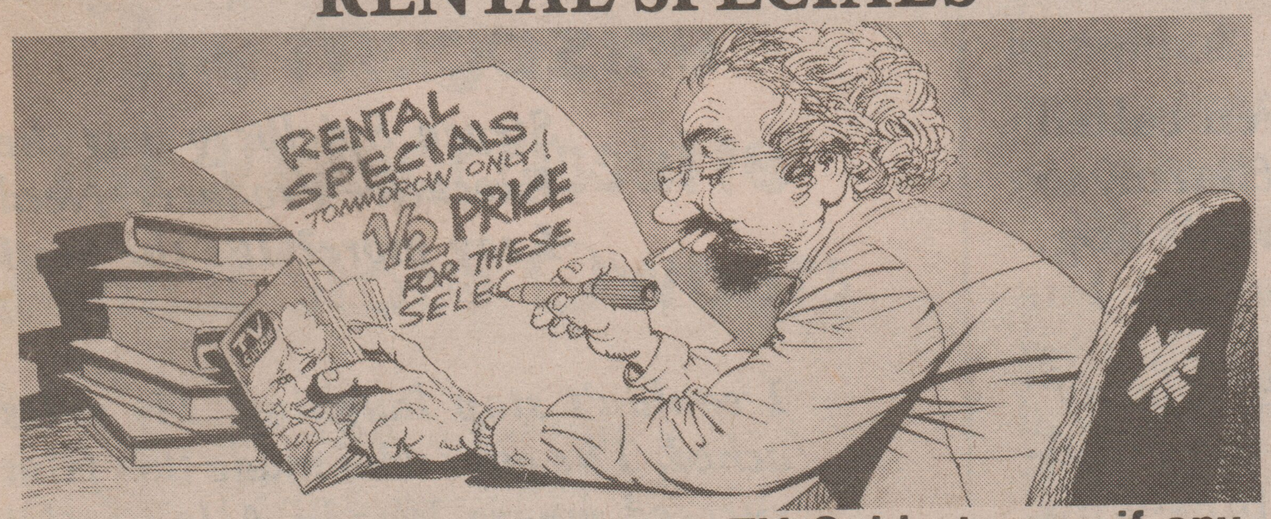
Never open your video store before 10 AM. If you open up any earlier than that, people who rented movies from you the night before will be able to easily drop them off on their way to work. This way, if your customers have to work late, or are too tired when they get home, or just plain forget they have to return the videotape, you'll be able to charge them late fees! It doesn't take much to see how a $2 rental can become $4 or $6 in no time!

FILING TITLES



Misfiling videocassettes is not an accident, it's an art. If you file correctly, your customer will go right to the title, take it and be gone. Don't let him off so easy! If you misfile, he'll browse through all your cassettes looking for his selection. After investing all that time, he won't want to come up empty-handed and will wind up renting any piece of trash you have on your shelf! The better you file your cassettes, the sooner you file for bankruptcy!

RENTAL SPECIALS



Every week, check your local TV Guide to see if any movies you have in stock are being shown on TV. Then, a couple of days before they're broadcast, make those movies "rental specials" and rent them for half price. Your customers won't be able to resist a deal like that and you'll be squeezing a few last dollars out of the cassette, since no one rents a tape that's been on TV!

MEMBERSHIP CARDS



Print your tape rental club membership cards on the flimsiest cardboard you can locate. They'll disintegrate much faster that way and then you'll have a chance to charge your customers high "lost card replacement" fees. Better yet, you can claim they never joined the club at all and force them to join again!

UPCOMING VIDEO RELEASES

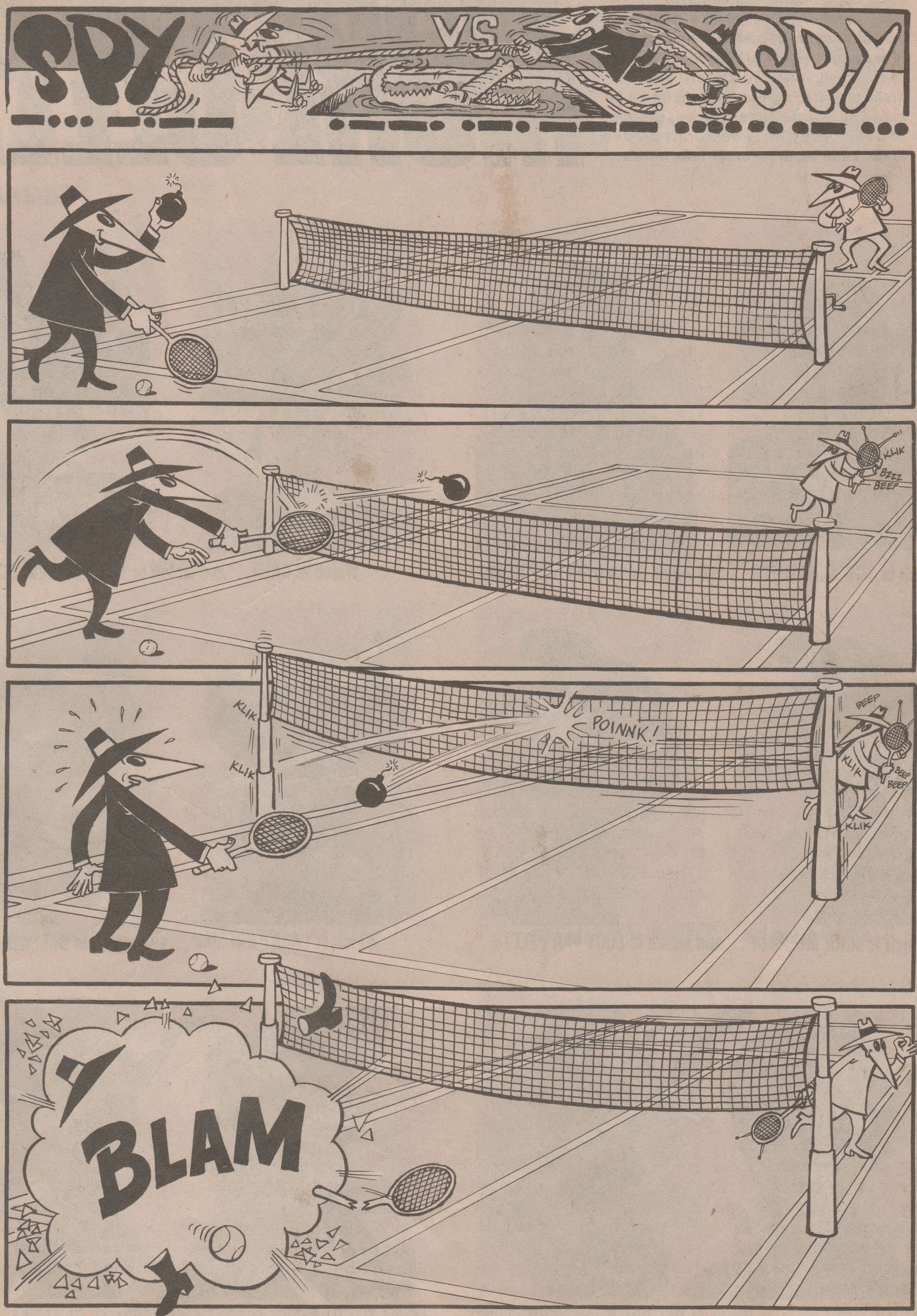


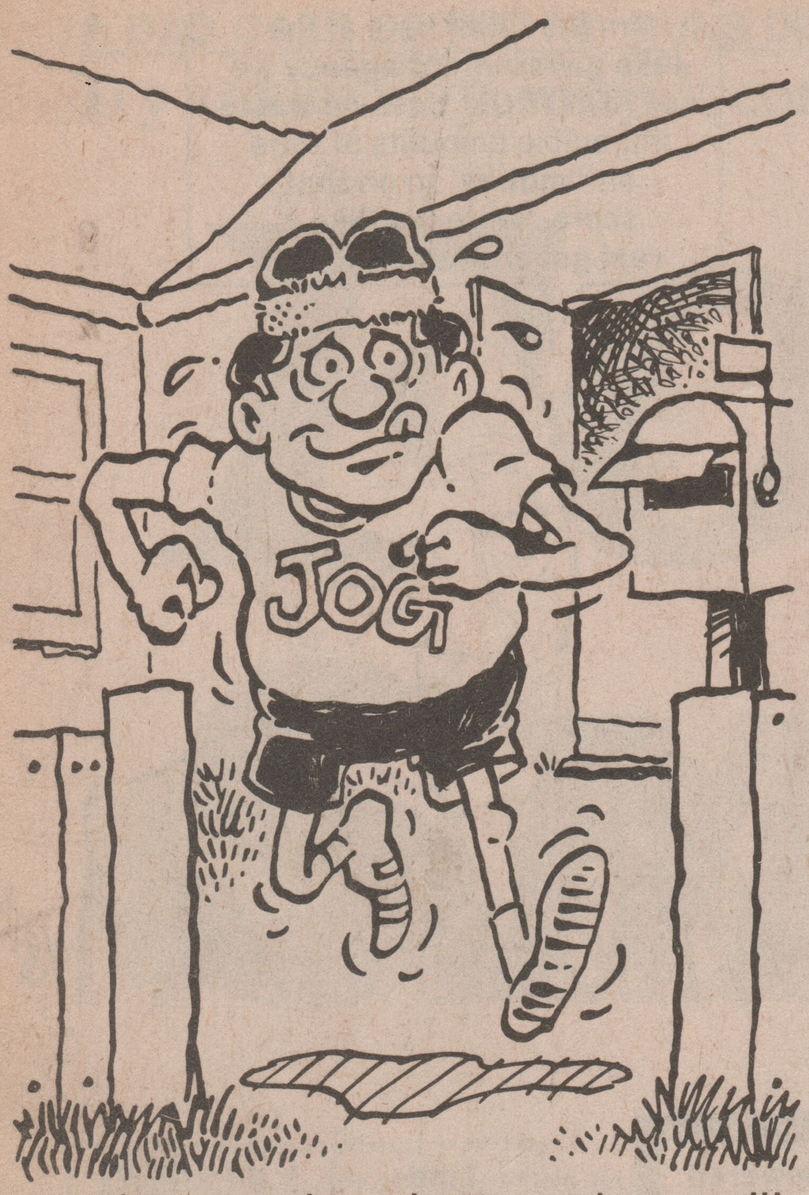
When you want to take a break from the pressures of running your store, nothing could be more relaxing and fun than playing "make believe" with your bulletin board. Just think of a movie that is currently a big hit and put the title on the board. Of course, since that movie hasn't been released on video yet, you don't have it in stock, but your customers don't know that! You then put their names on a waiting list, roll the list into a ball and toss it in the trash!

PHONE RESERVATIONS



If a customer calls and wants a popular film that's currently being rented by someone else, tell them you'll put their name on your reservation list and hold it for them when it's returned. Then forget about it! If they come in, just tell them the film hasn't been returned yet and they'll rent something else. If the customer *doesn't* show up, tell them you were holding the film for them and now you're going to have to charge them for it just the same


SPY
VS
SPY
KLIK
BZZZ
BEEP
KLIK
KLIK
POINNK!
BEEP
KLIK
BEEP
BEEP
KLIK
BLAM



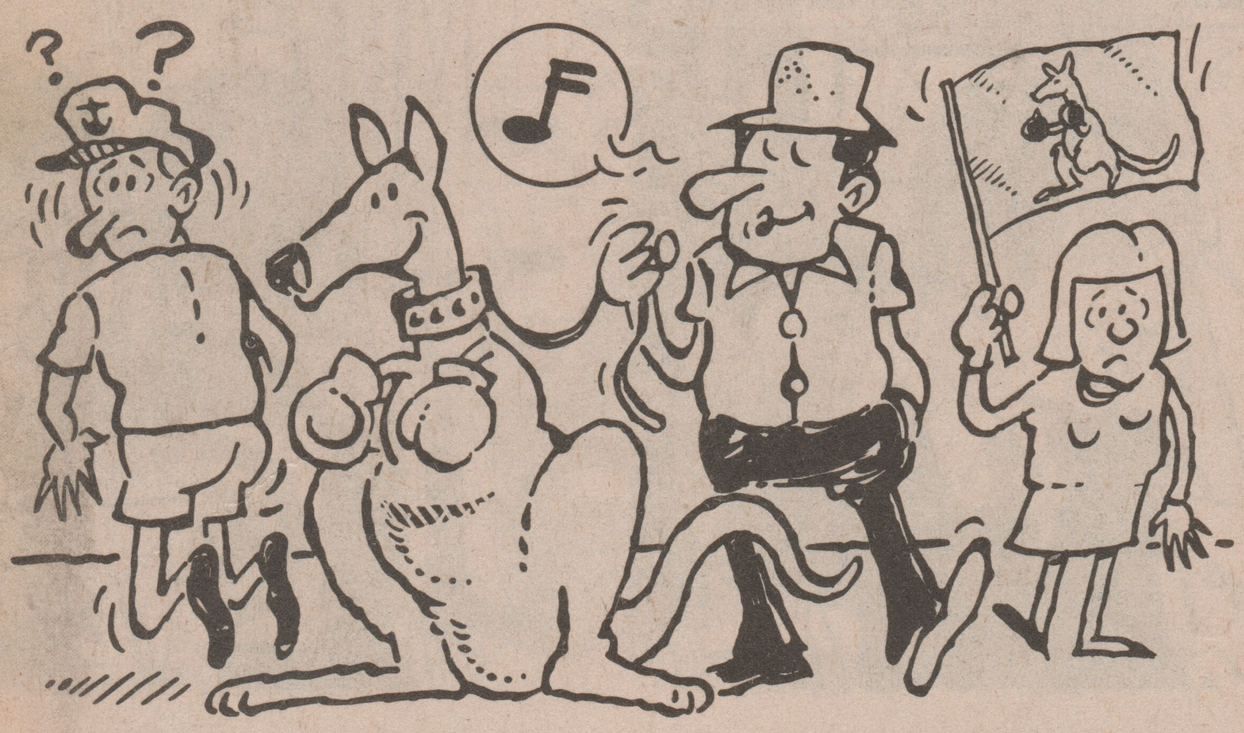
...when you imagine one day you'll be a great long distance marathon runner like Robert De Costella every time you jog from the front door to the letterbox.



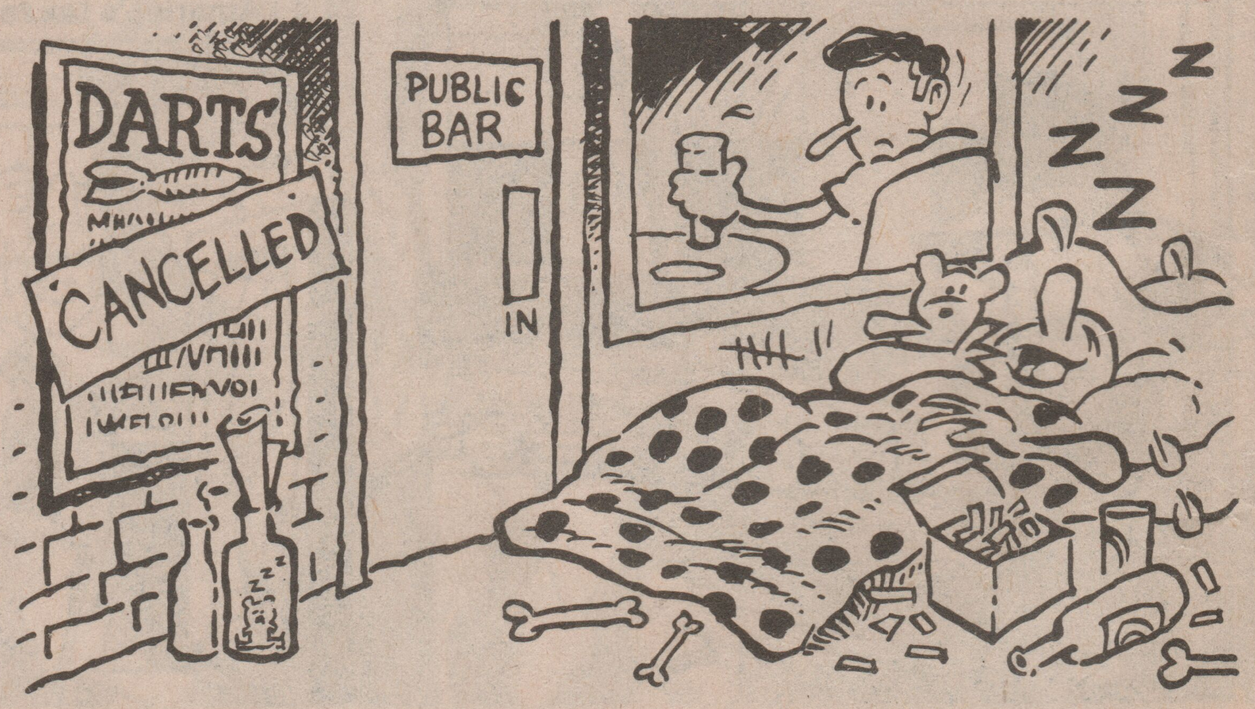
. . . when you keep tabs on every sport you can, but the closest you come to being a sportsperson is wearing a track suit and runners around the house.

BE A GOOD SPORT DEPT.

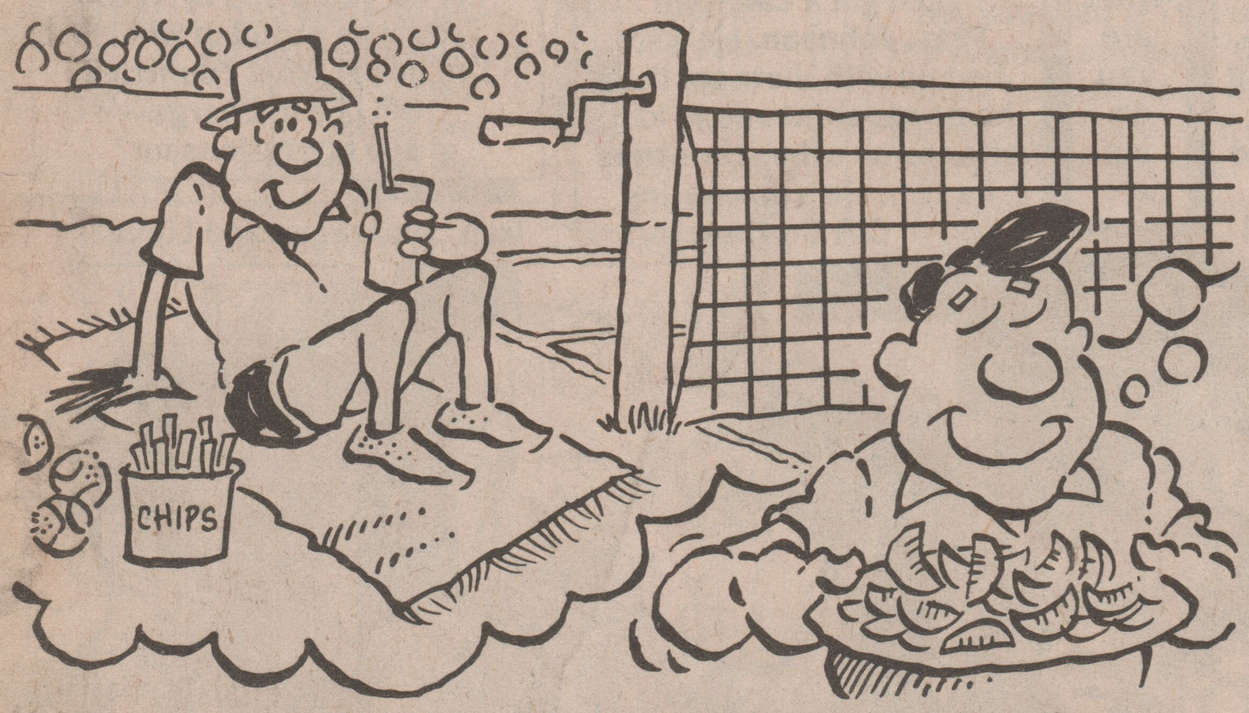
YOU KNOW SPORTS MAD



...when other people take boxing kangaroo flags to the America's Cup and you take a boxing kangaroo.



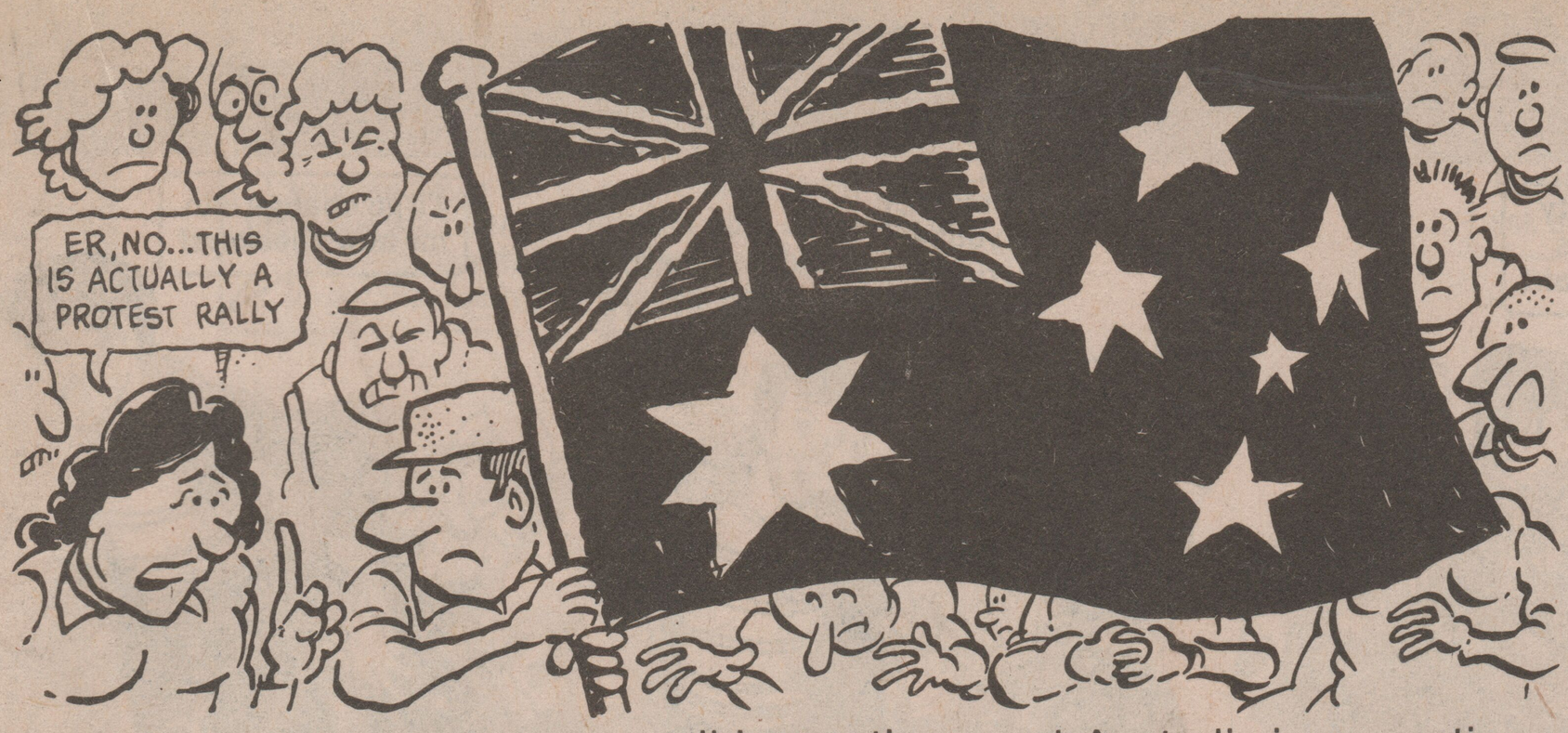
...when you camped out for 7 days in front of the pub to ensure you got front row seats at the annual darts tournament championships.



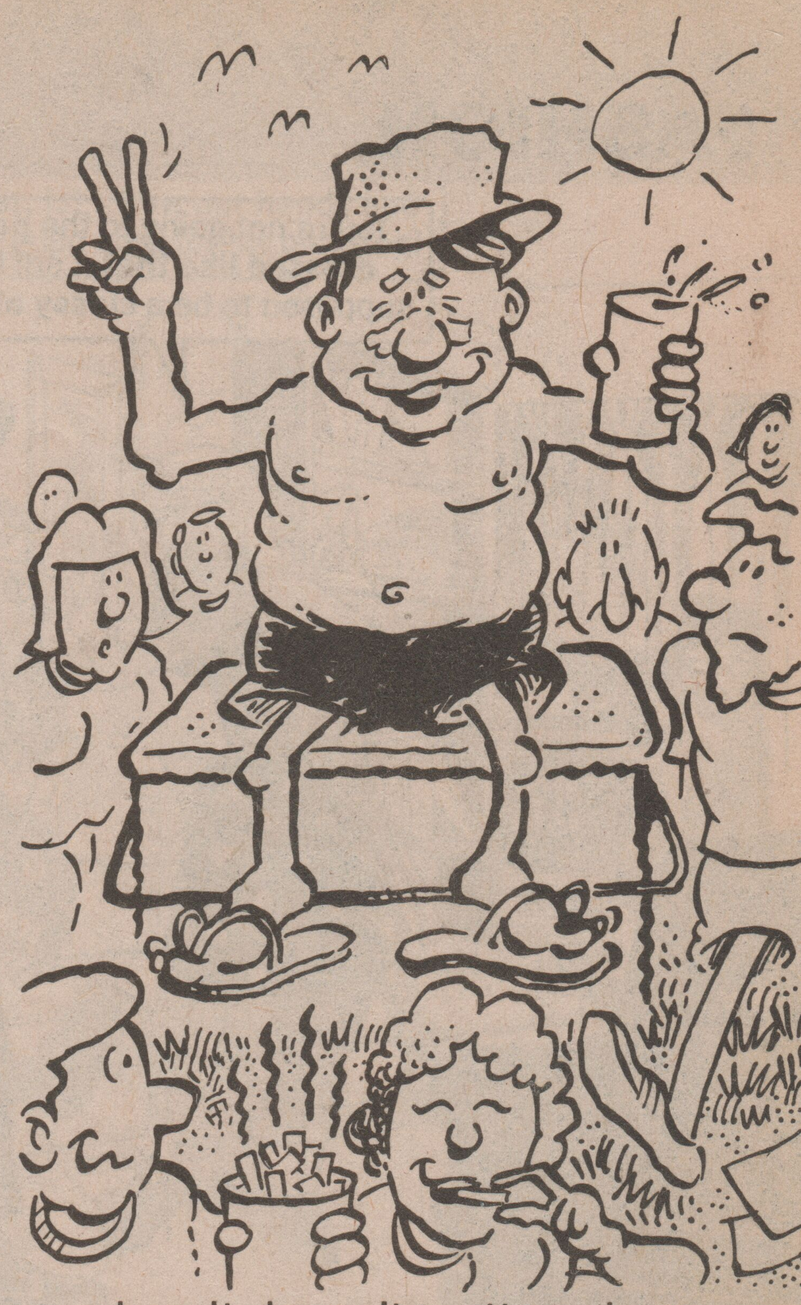
...when you carry the oranges at the tennis hoping one day you'll be promoted to ball-boy because they're afforded the best sight.



...when you'll go to any lengths to get the autograph of your favourite sports star.



...when you turn up at every possible sporting event Australia is competing in with your enormous Australian flag to give them your support.



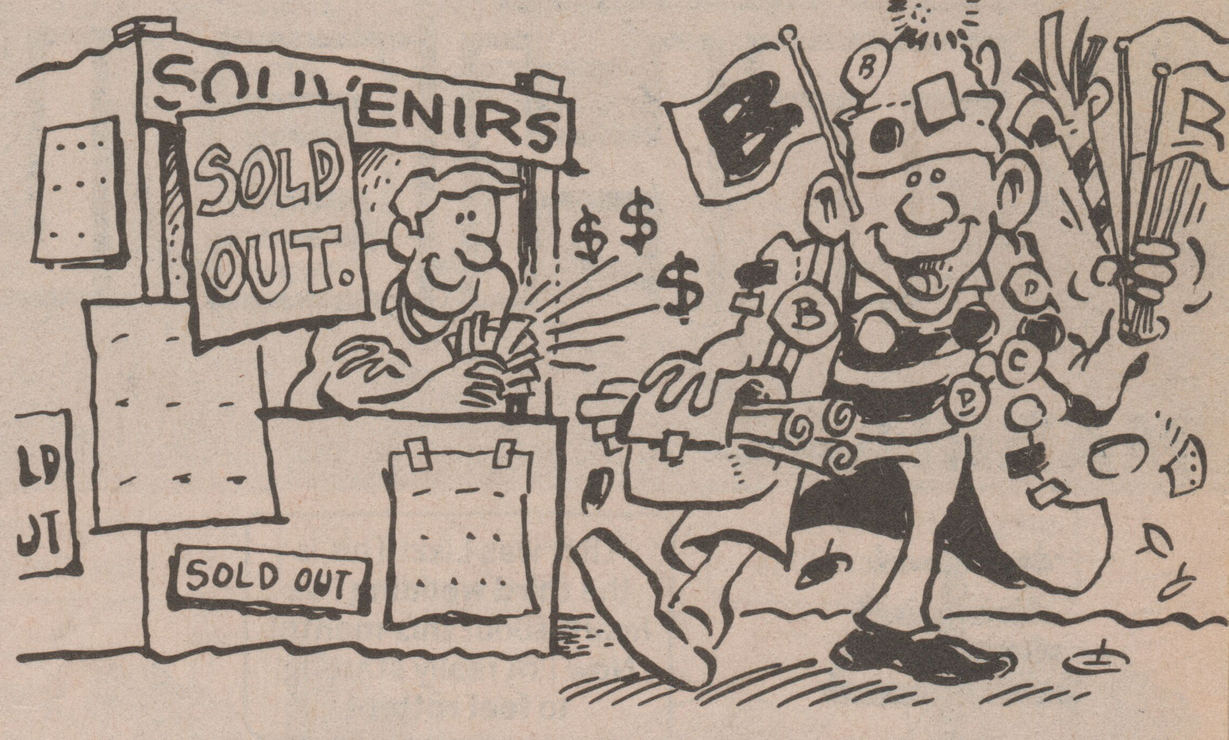
...when it doesn't matter where you sit, you're always guaranteed of a great view from atop your esky.

WRITER: PETER JUST ARTIST: IAN H. EDDY II

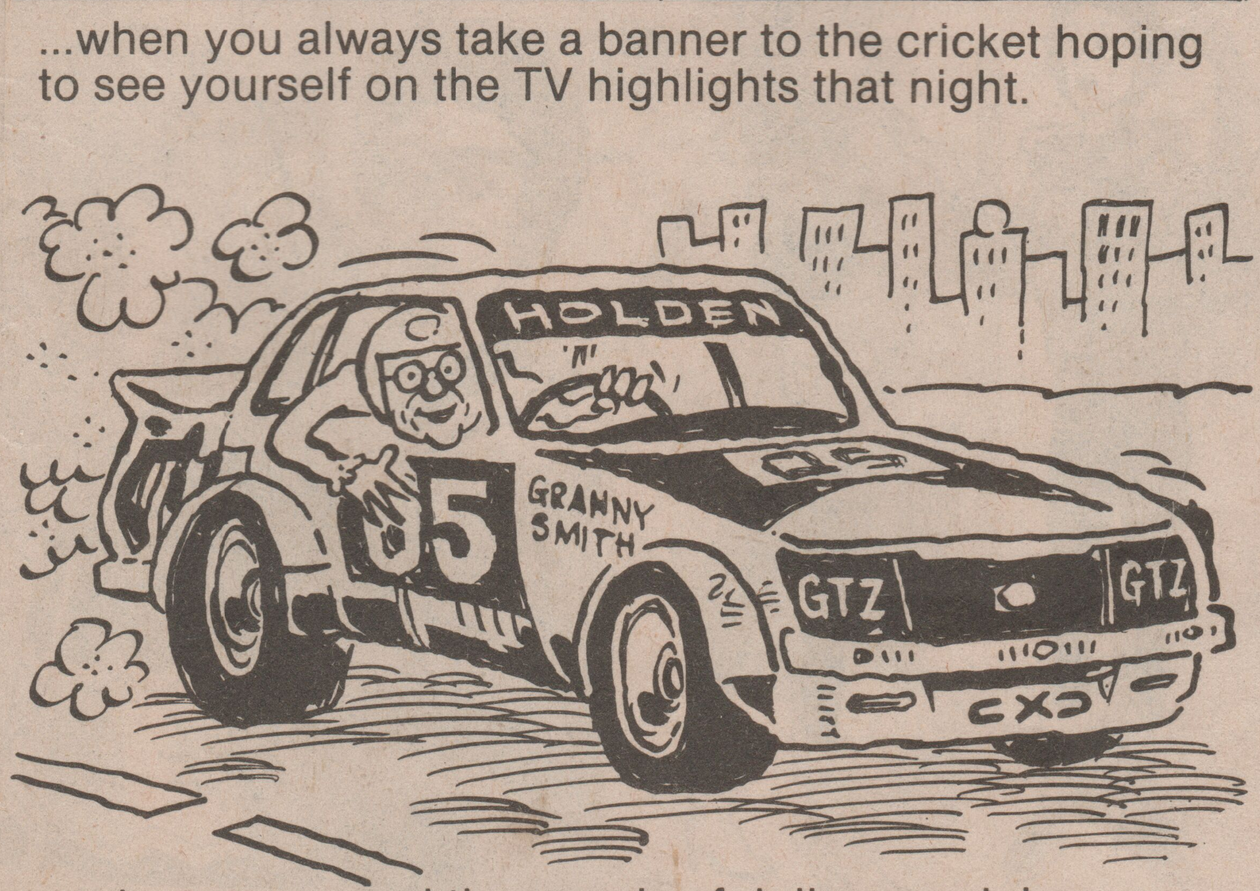
YOU'RE A AUSTRALIAN



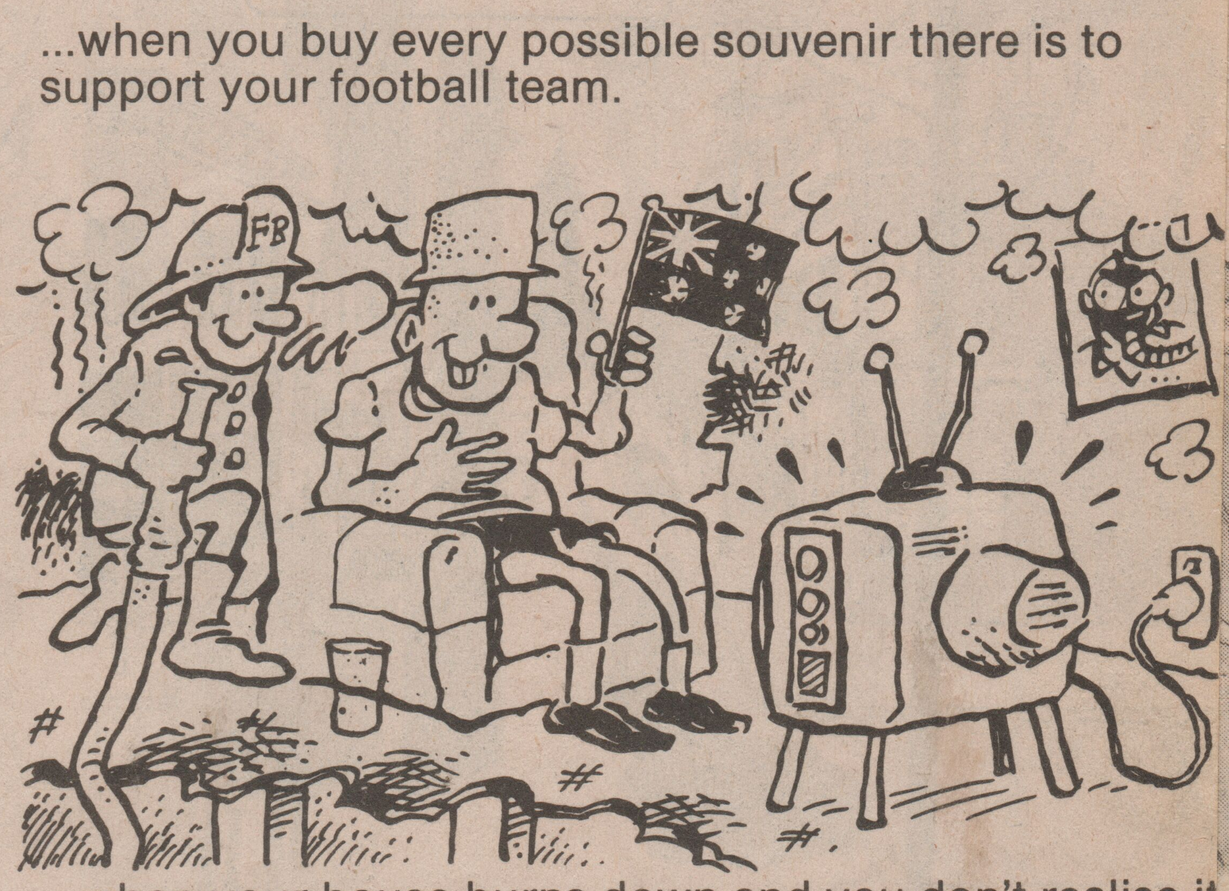
...when you always take a banner to the cricket hoping to see yourself on the TV highlights that night.



...when you buy every possible souvenir there is to support your football team.



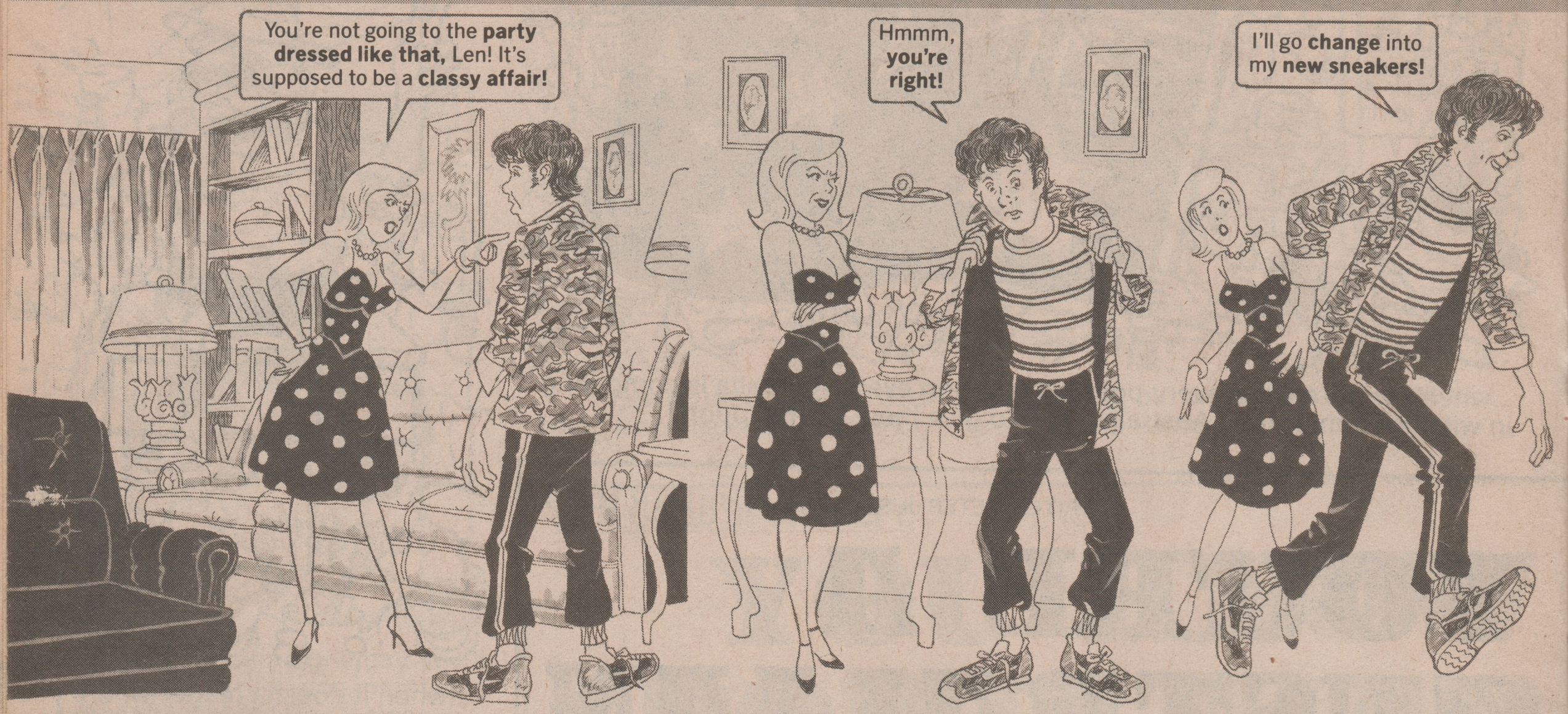
...when you spend thousands of dollars on doing up your car like Peter Brock's, and the only driving you do is to the church on Sundays.



...when your house burns down and you don't realise it for 3 hours after they've finished the direct telecast on television of the Adelaide Grand Prix.

FASHION

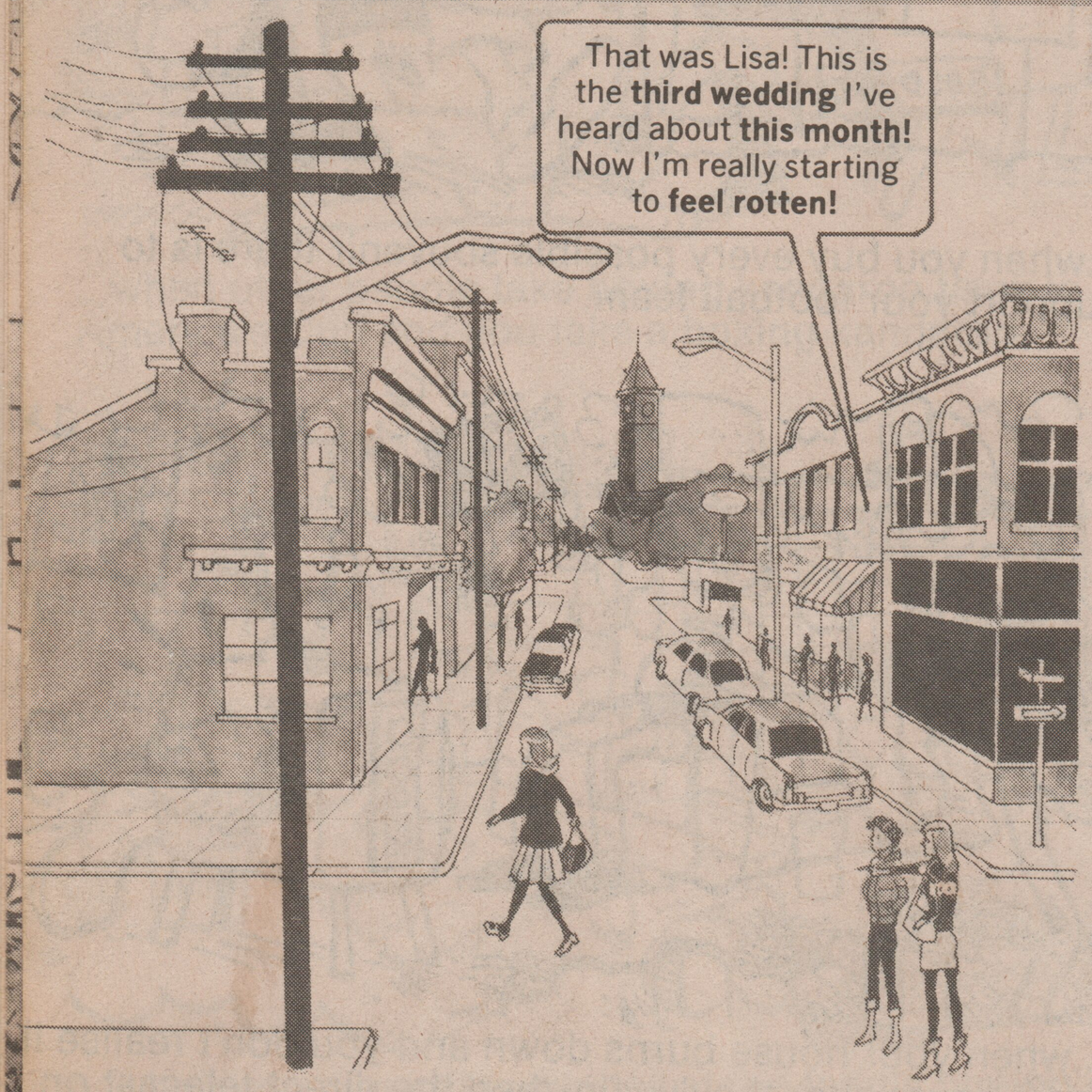




BERG'S-EYE VIEW DEPT.

THE LIGHTE

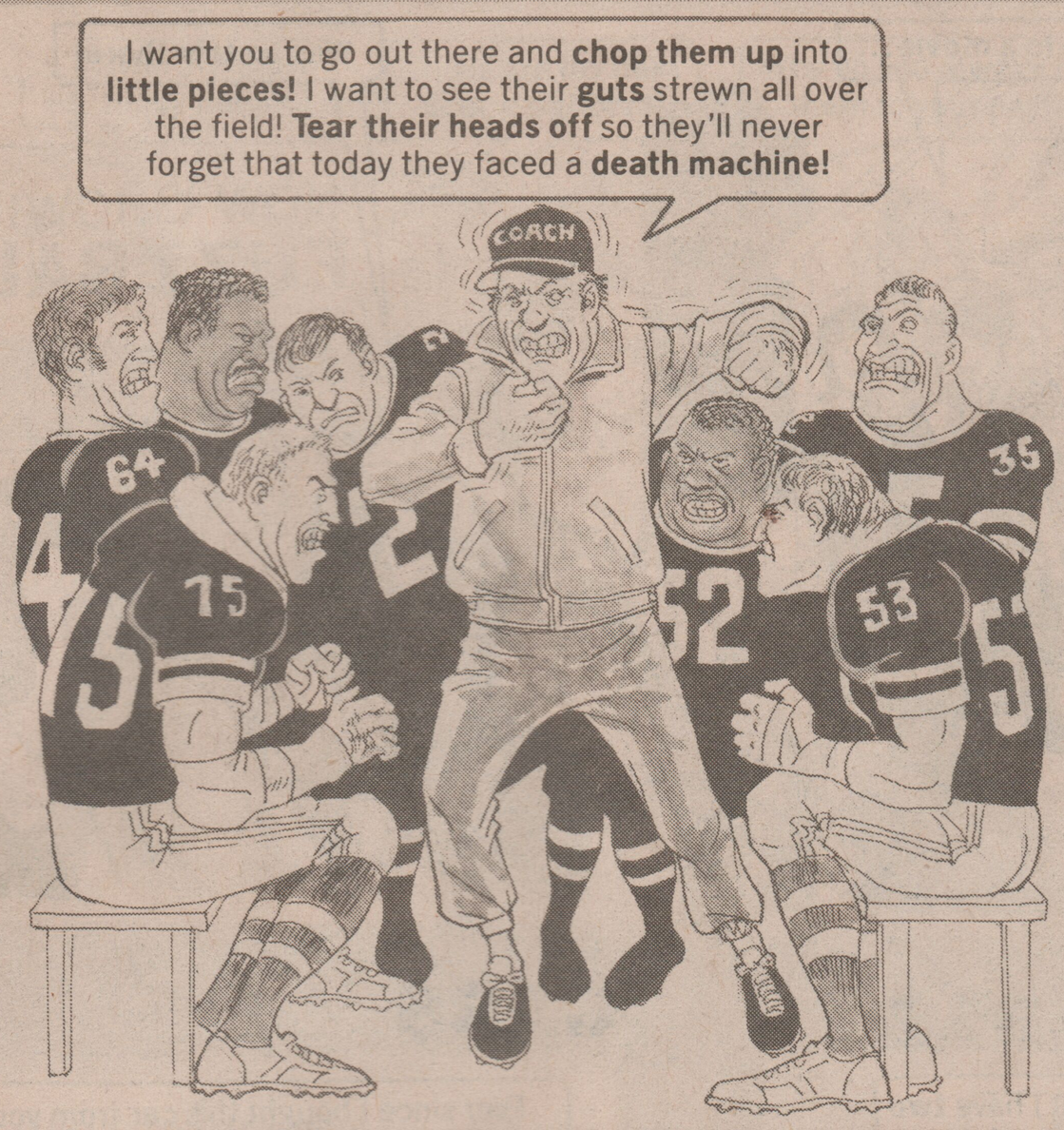
MARRIAGE







WINNING

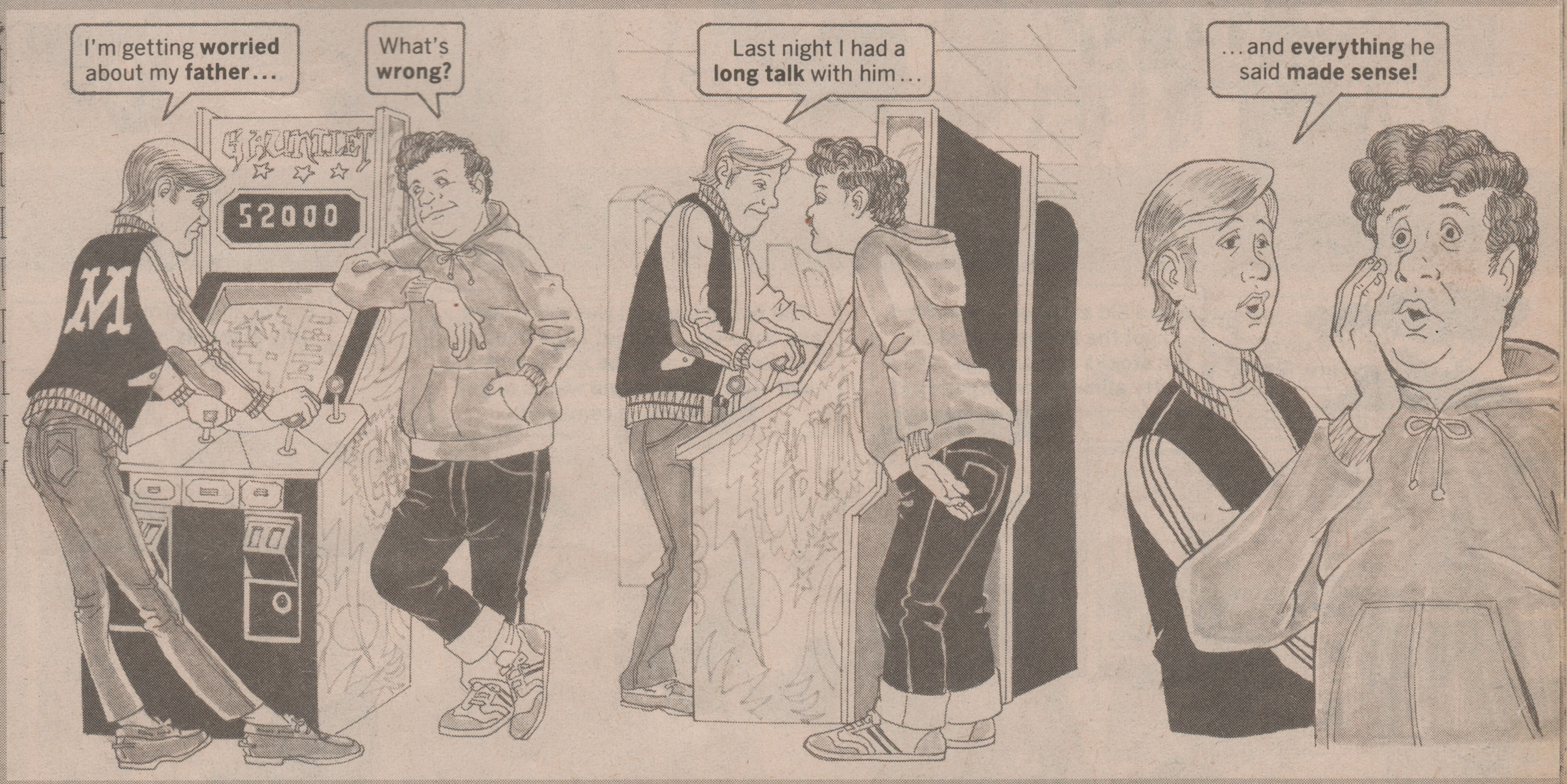




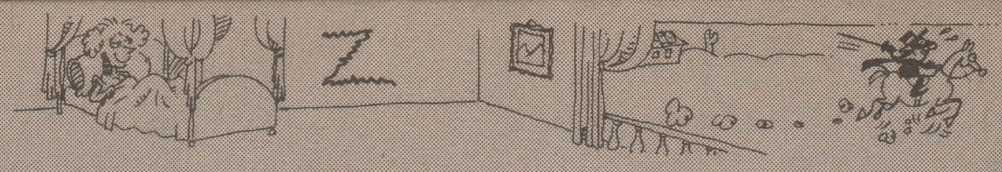
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

LOGIC

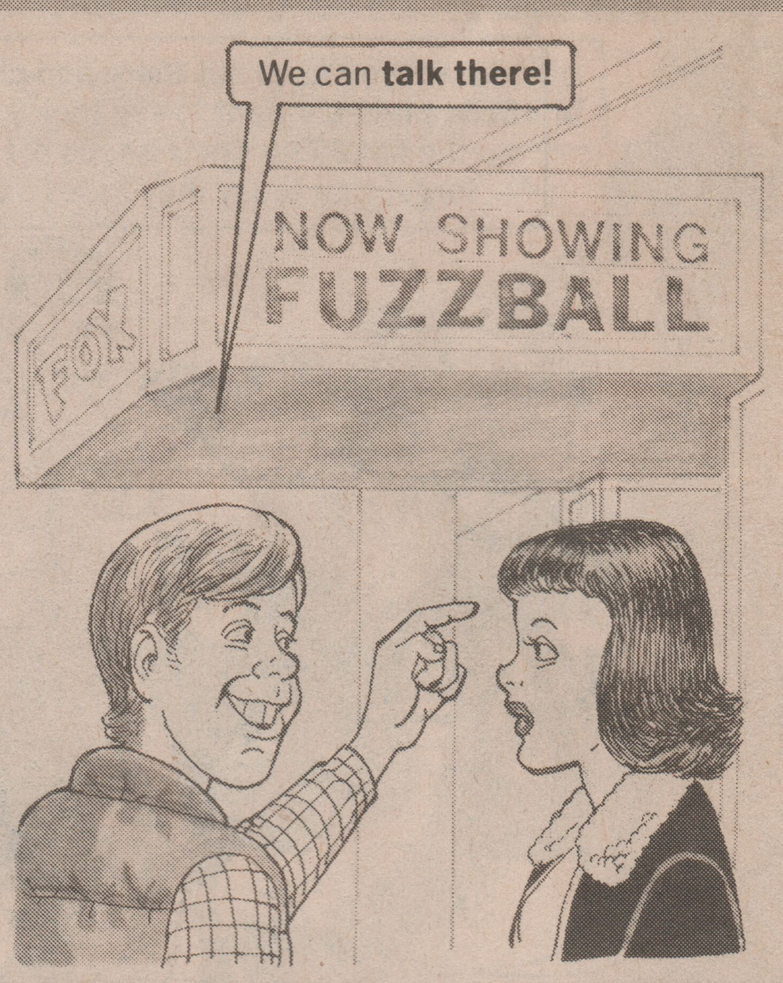


CONVERSATION

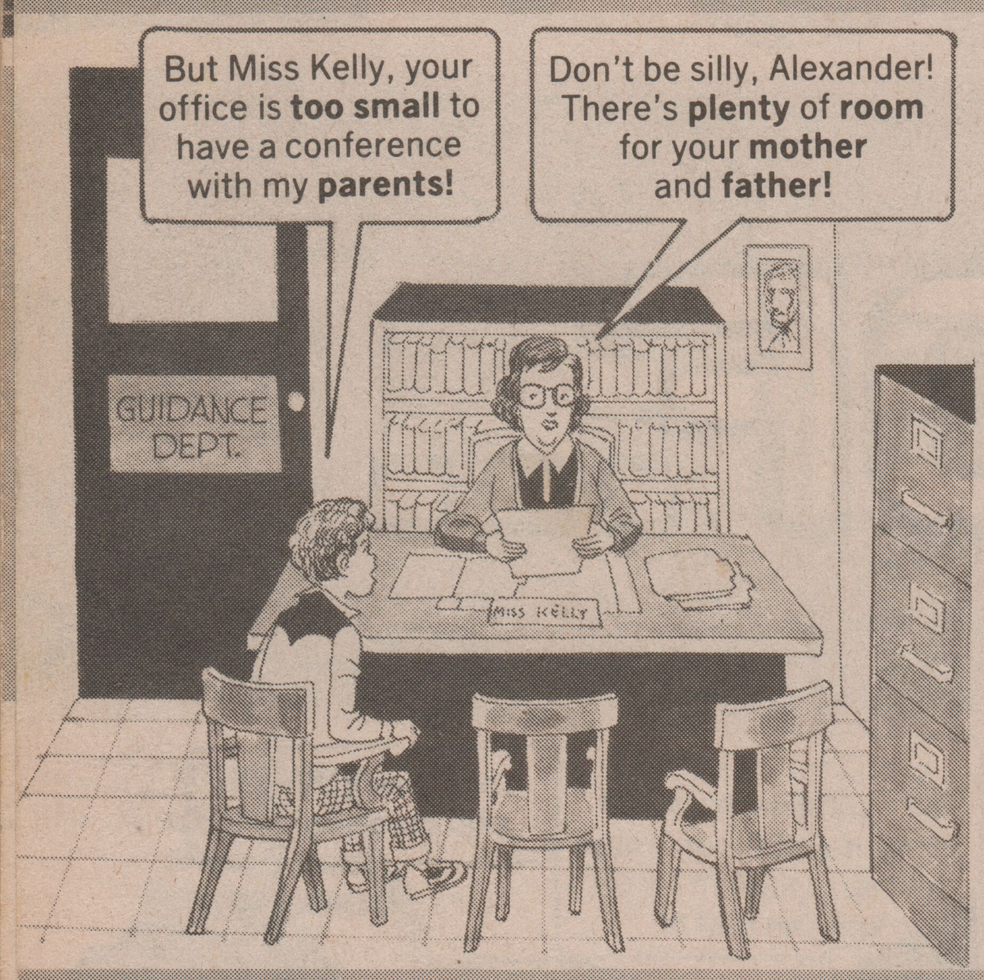






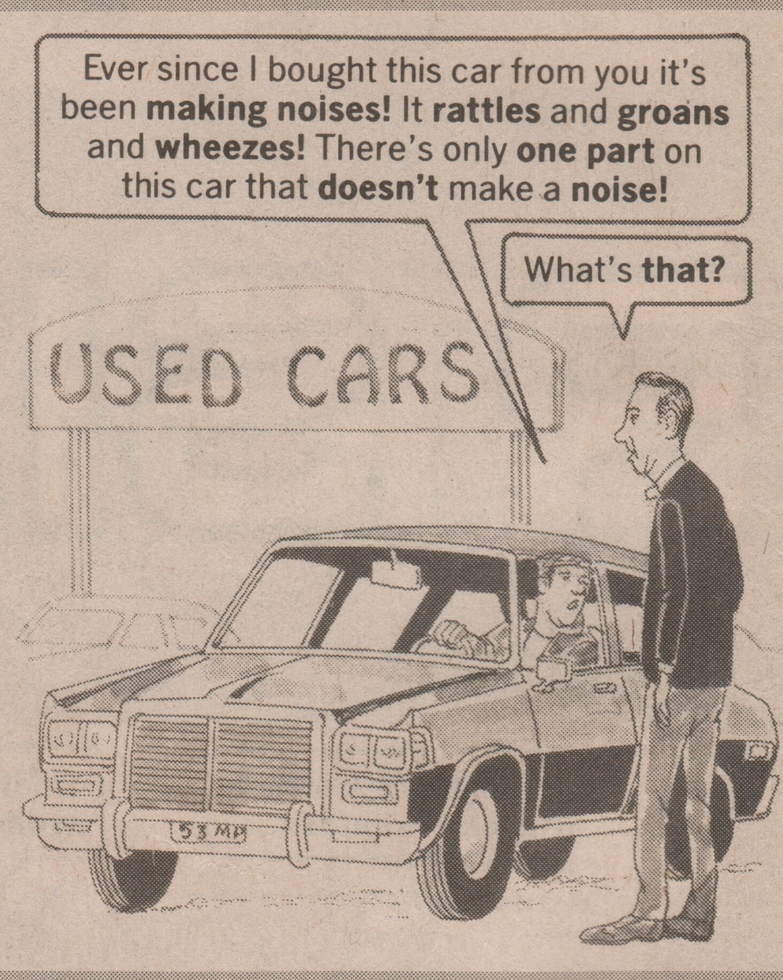


PARENTS

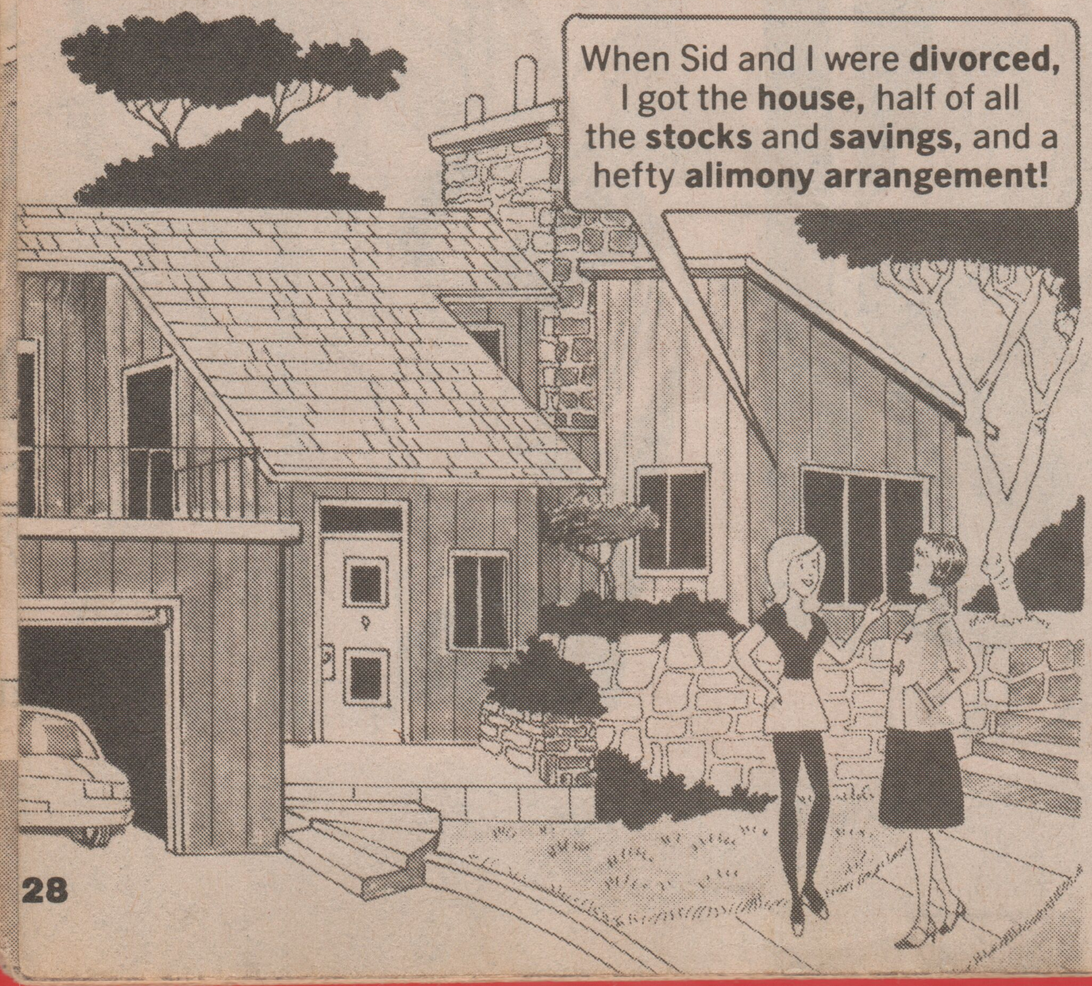




CARS



FINANCE







PARTIES

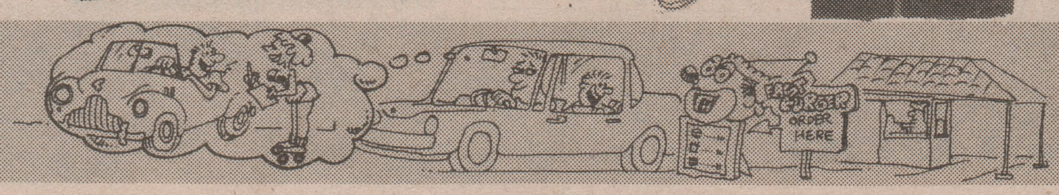




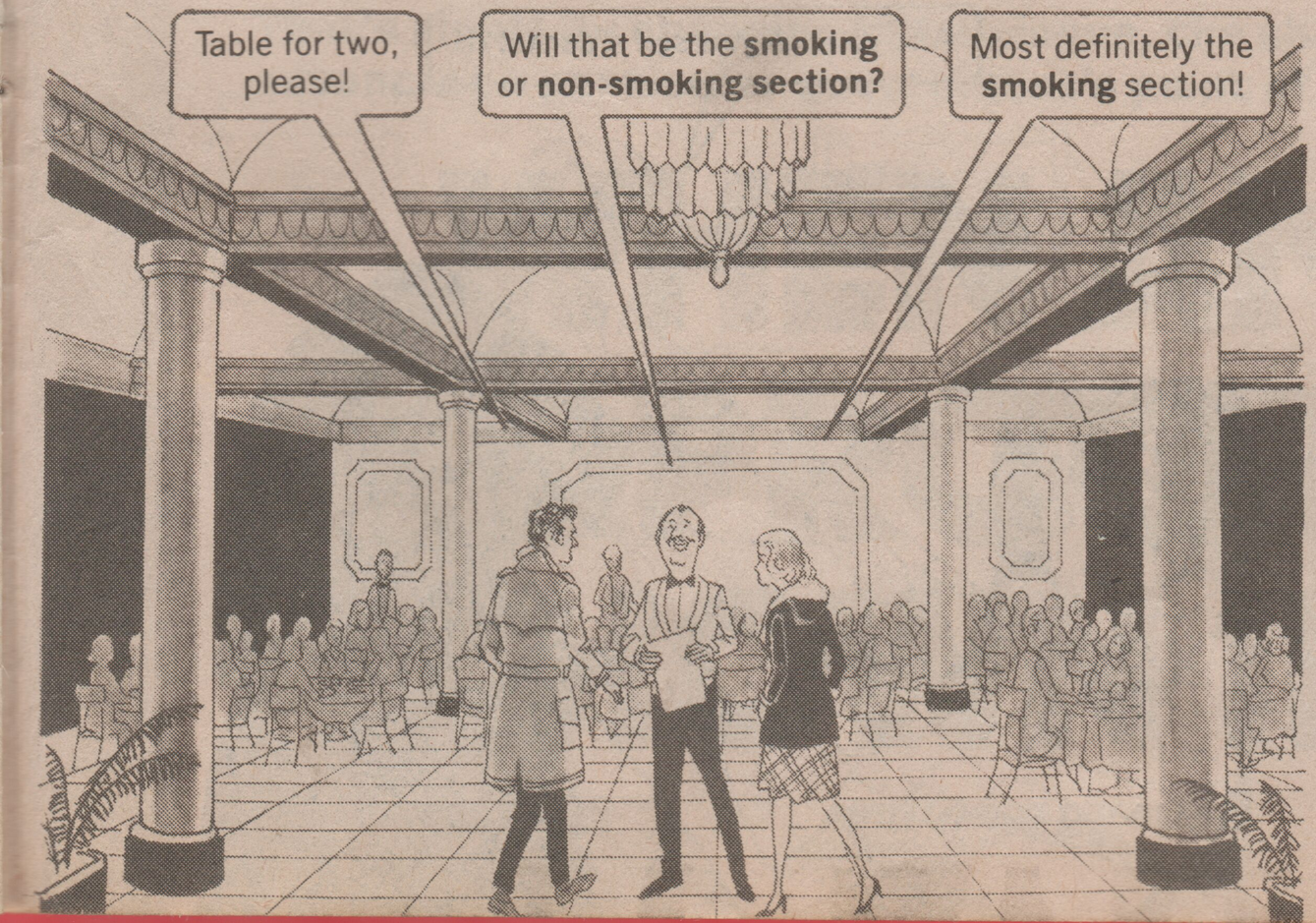
BABY SITTERS





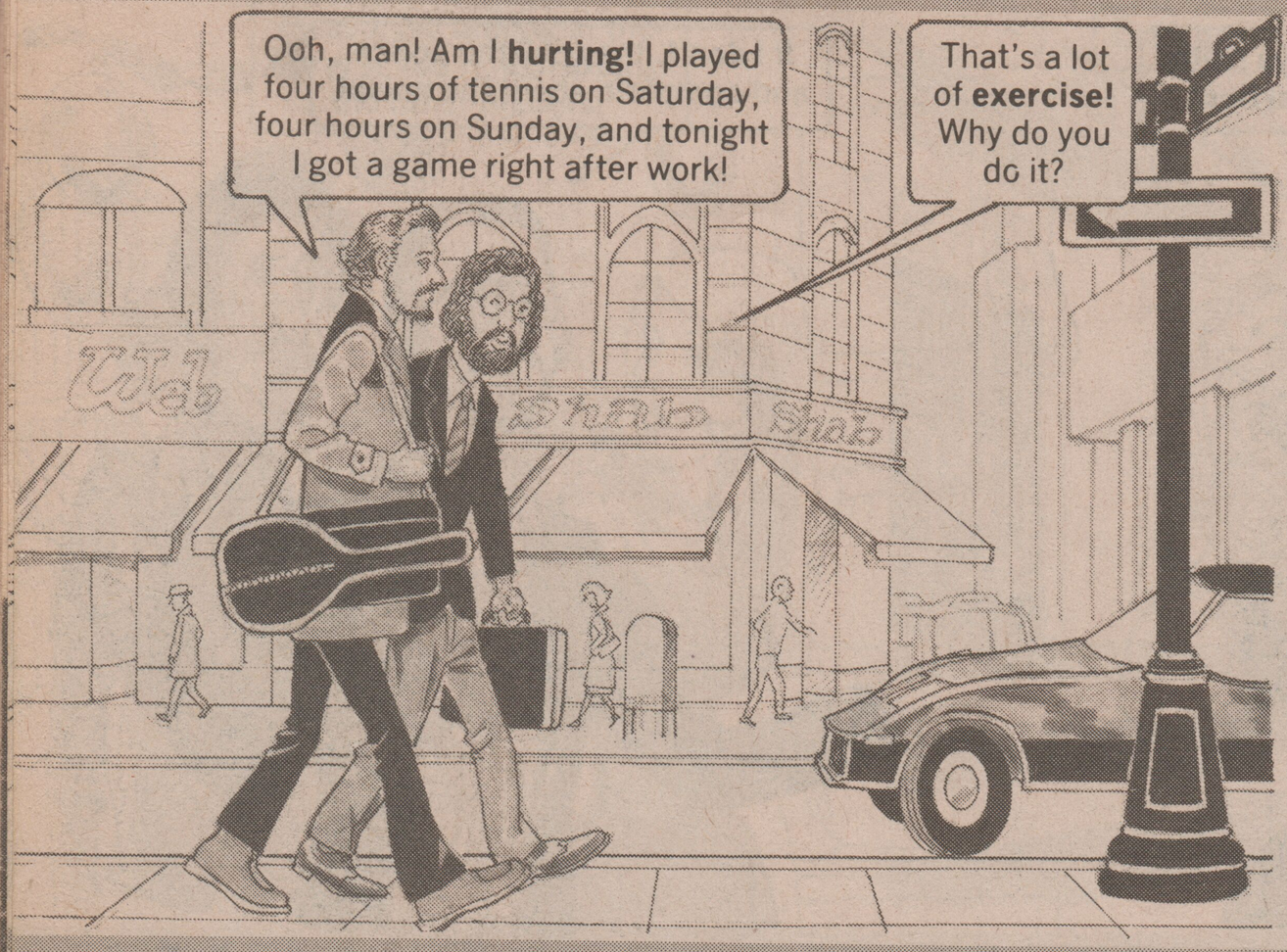


SEGREGATION



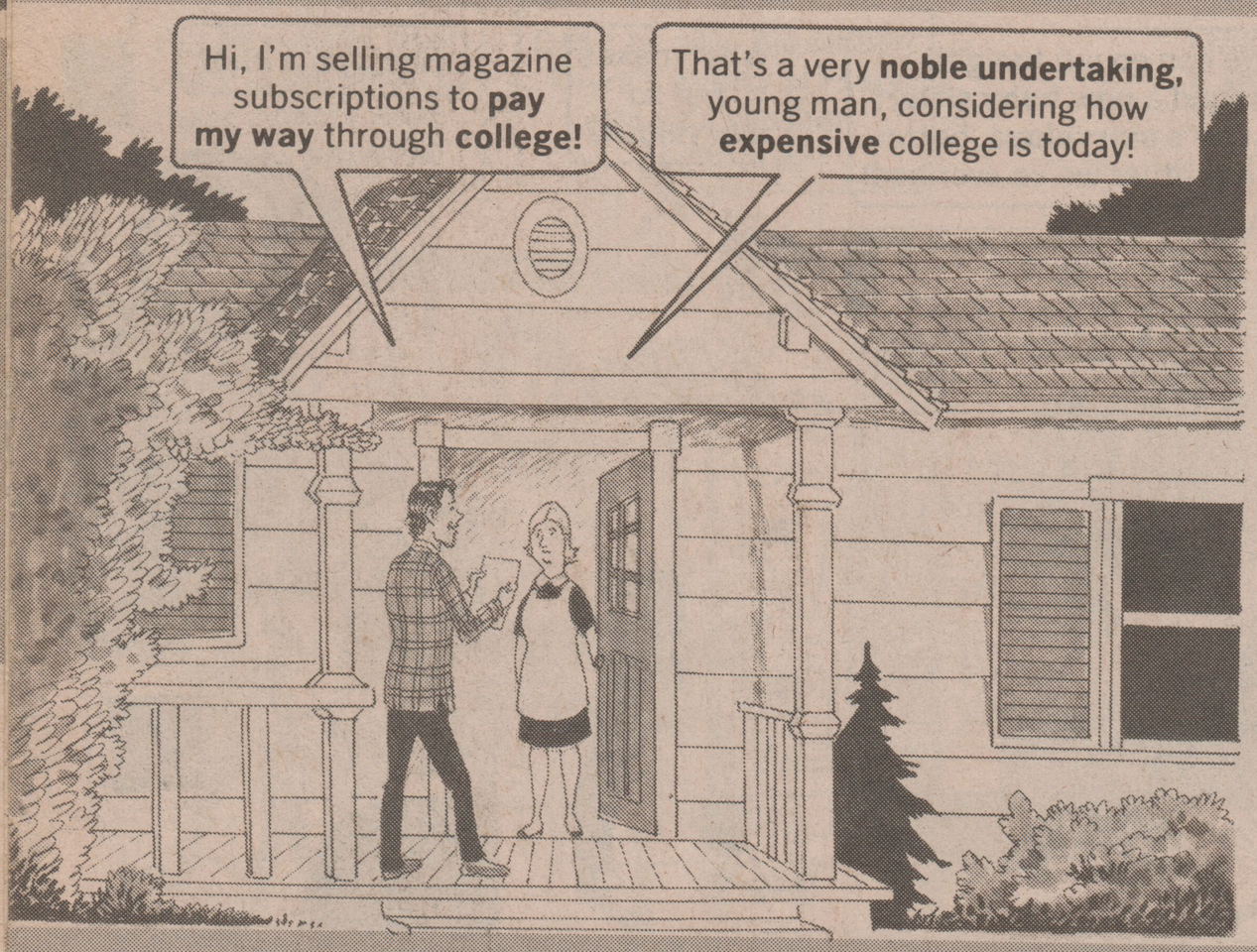


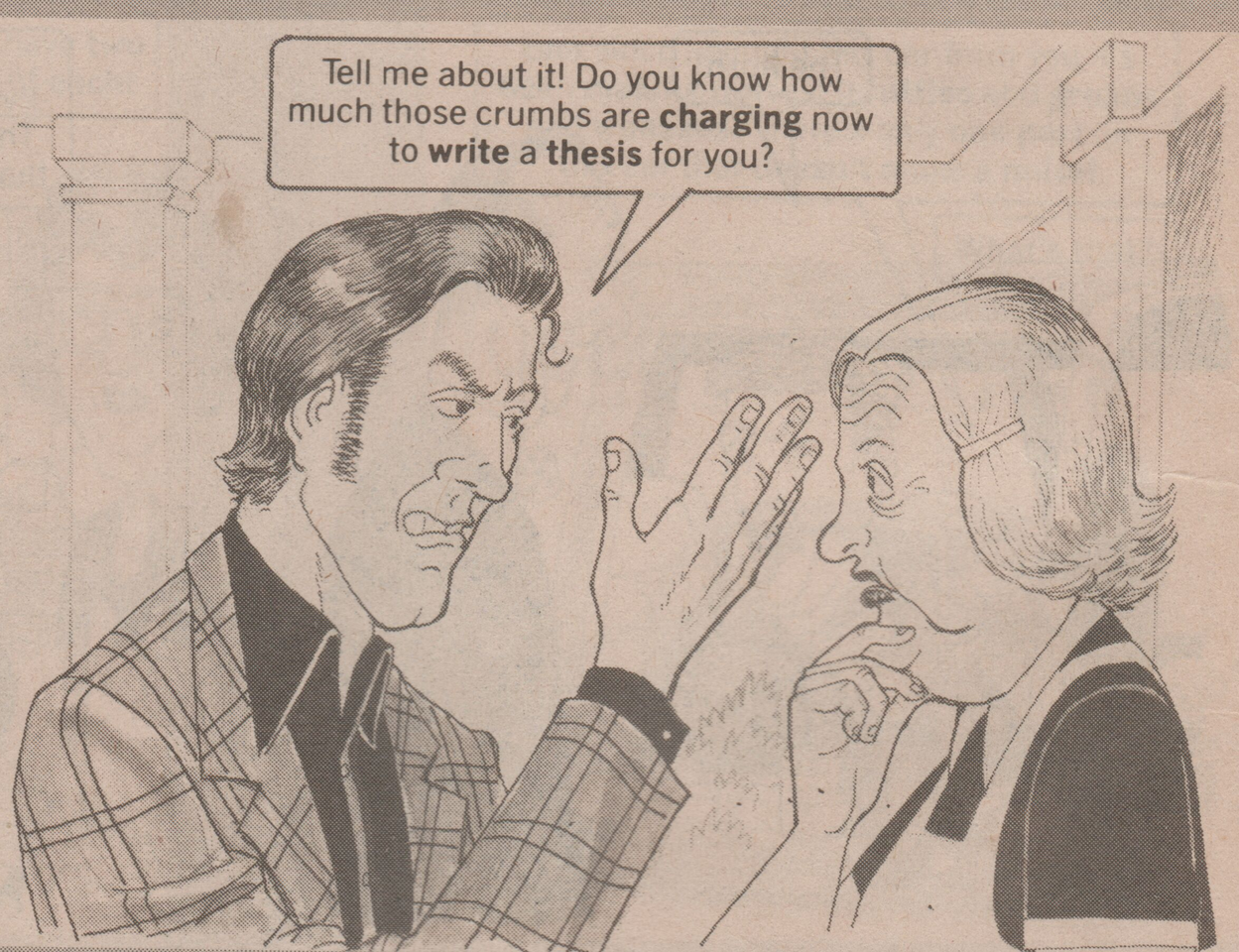
PHYSICAL FITNESS



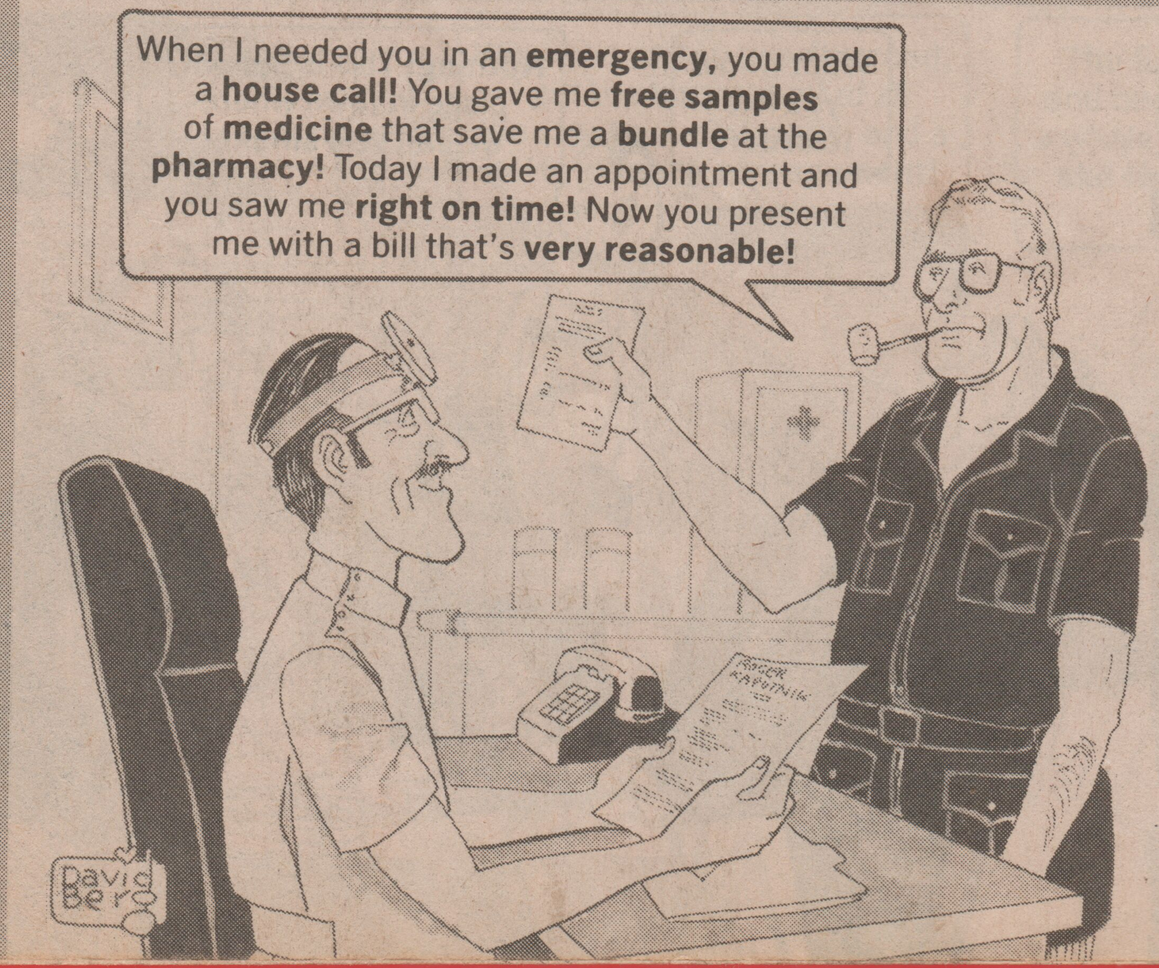


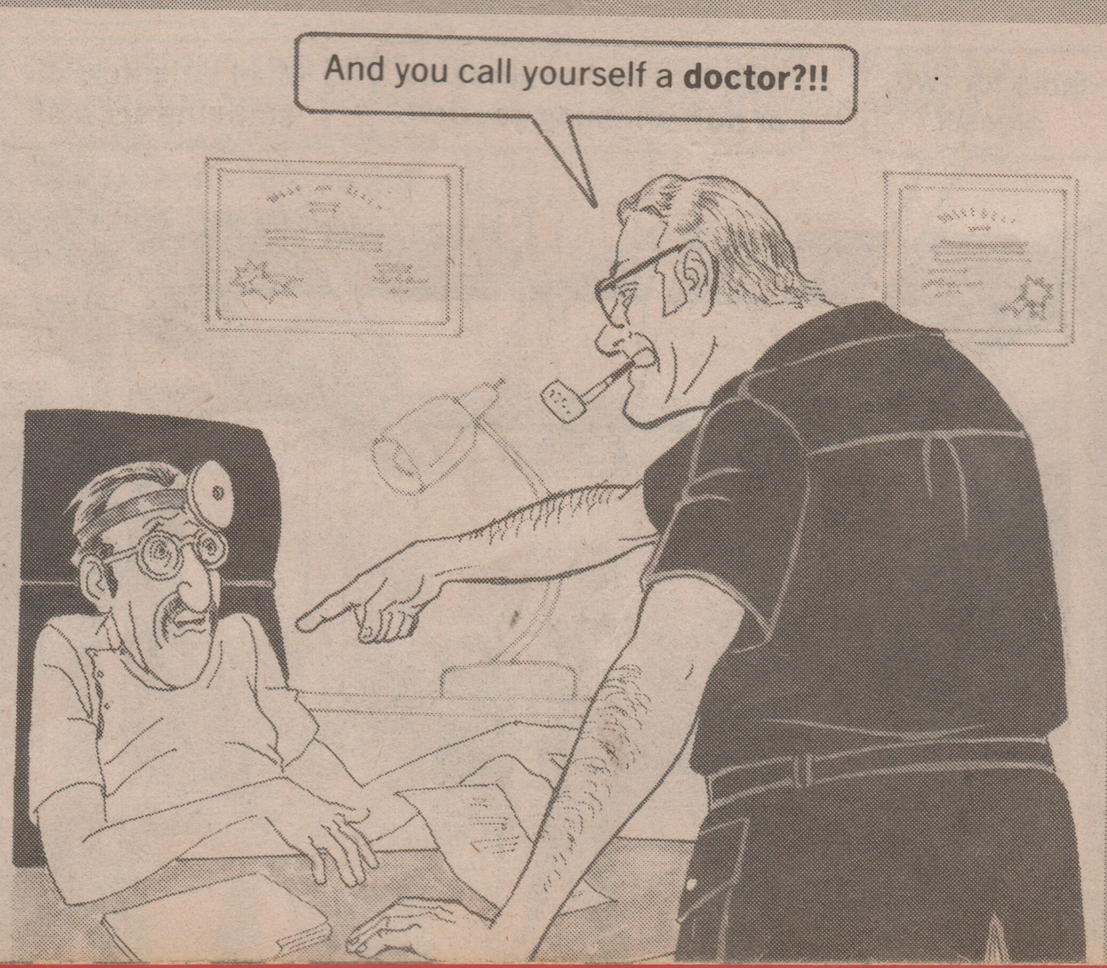
HIGHER EDUCATION





DOCTORS



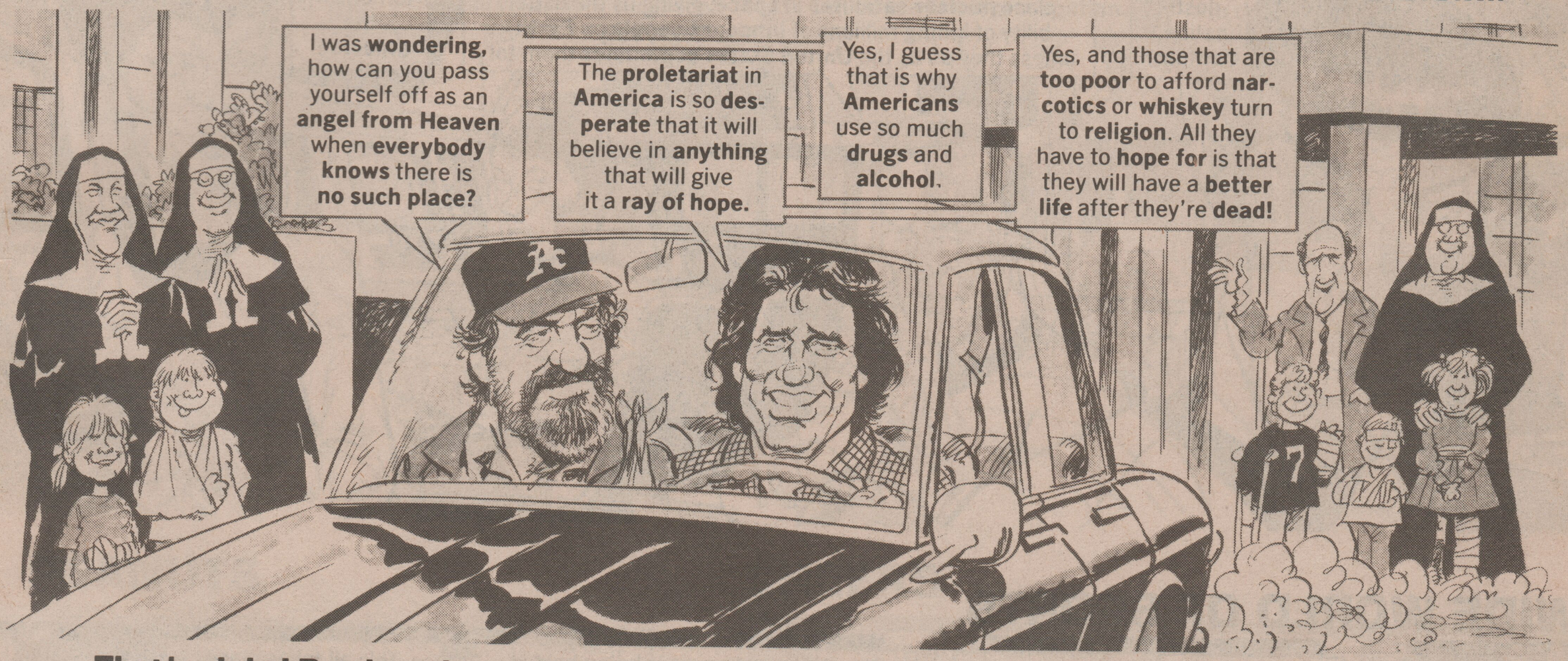


THE SAME OLD BOLSHEVIK DEPT.

When TV shows are successful in the United States, they're usually dubbed into other languages and shown in countries around the world. Sometimes, however, the foreign translation of the show doesn't exactly follow the original script! For instance, take a look at this typical scene from an innocent TV show like "Highway to Heaven":



Pretty harmless, right? But watch what happens when the Soviet Government takes this same scene and "translates" it into Russian for television viewers in the U.S.S.R.:



That's right! By changing the dialogue, the show can be turned into a piece of propaganda advancing a particular government's point of view! Here's what we think it will be like...

WHEN AMERICAN TV PROGRAMS ARE SHOWN IN RUSSIA

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

MIAMI VICE



You are **under arrest** for the **illegal possession** of **drugs!**

Do you have a **search warrant?**

These **guns** are all the **search warrant** an **American police officer** needs!

You will spend the **rest** of you **life** in **jail** unless we do this the **corrupt, capitalistic American** way and you **cut us in** for a **share** of your **filthy profits.** Then, it's **business as usual!**

Right! You don't think we live like **Yuppies** on our **meager police salaries,** do you?

STAR TREK

What is our destination, **Captain?**

We're **supposed** to be on a **peaceful exploratory mission,** but we have **secret orders** from the **bloodthirsty CIA** to place **nuclear satellites** in **space,** giving us the capability of **killing** millions of **innocent people** on **Earth** unless they do as the **United States commands** them to!

Today, **outer, space—** tomorrow, the **universe!**

WIDE WORLD OF SPORTS

Today we're witnessing a **typical American sporting event.** Two black men being forced to **pummel** one another for the **amusement** of **hedonistic white capitalists.**

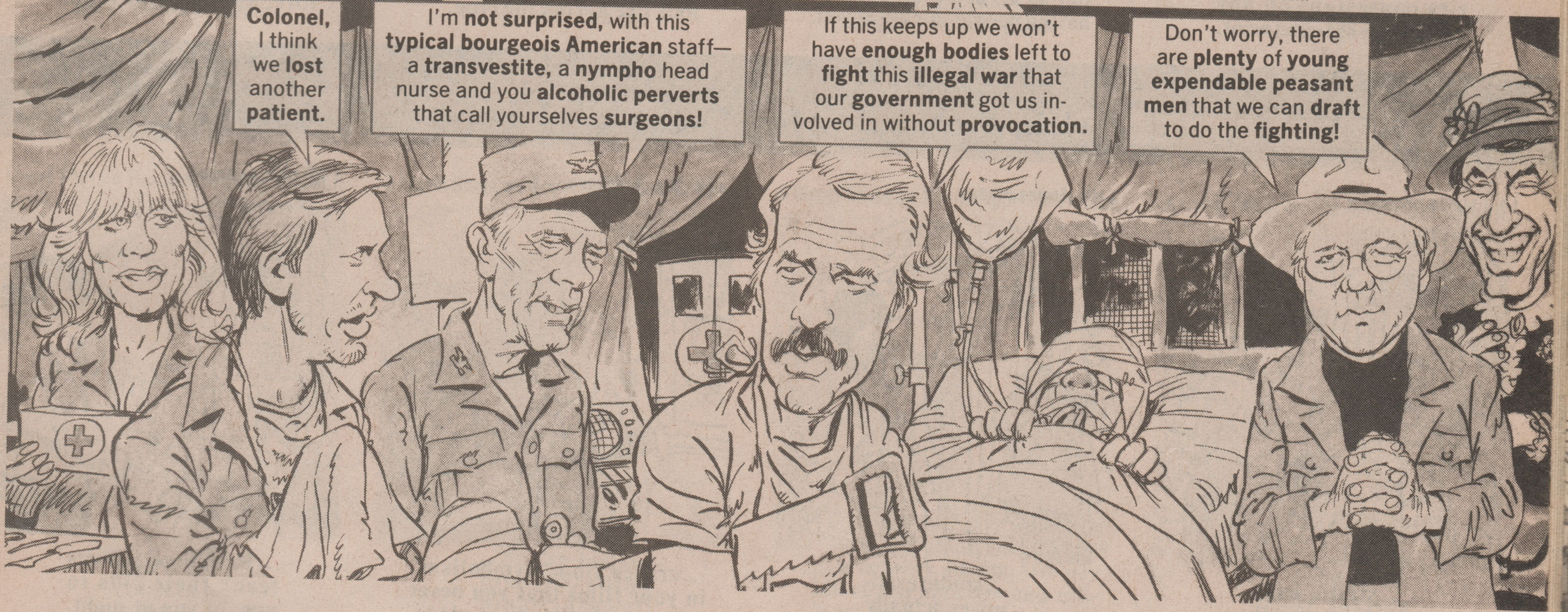
This **depraved event** is being held in the **decadent city** of **Las Vegas,** where poor, desperate people **gamble away** their last few dollars, hoping they will win enough **coins** to **feed** their **families.**

This all takes place in **casinos** owned and controlled by **gangsters** and wealthy, **blood-sucking** industrialists!

THE A-TEAM



M*A*S*H



PEANUTS



CHEERS



ALFRED E.
NUMERATES DEPT.

A MAD GUIDE TO SHOW

FOR AN ACTRESS

1 Year on a TV Sitcom means...



...you can be a celebrity contestant on any game show that you want.

2 Years on a TV Sitcom mean...



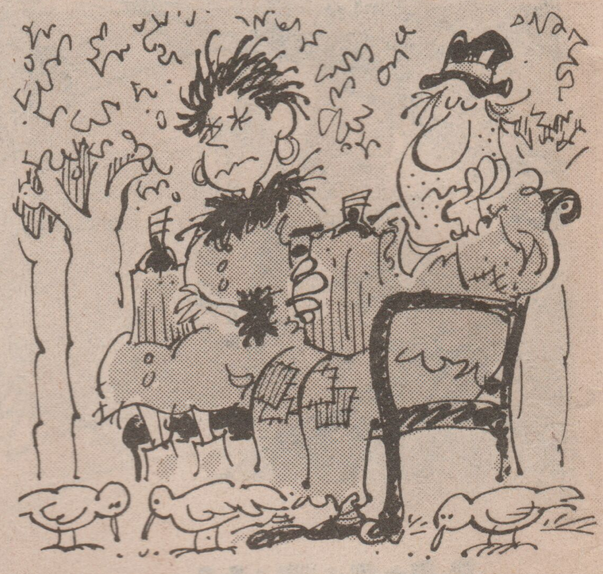
...you can talk about "growing as an actress" without having people snicker at you.

3 Years on a TV Sitcom mean...



...you can go on tour with a nightclub act even if you look like Kermit the Frog.

4 Years on a TV Sitcom mean...



...you've been "typecast," "over-exposed," and therefore, are unemployable.

FOR A FILM DIRECTOR

1 Hit Movie means...



...studio executives actually return your calls.

2 Hit Movies mean...



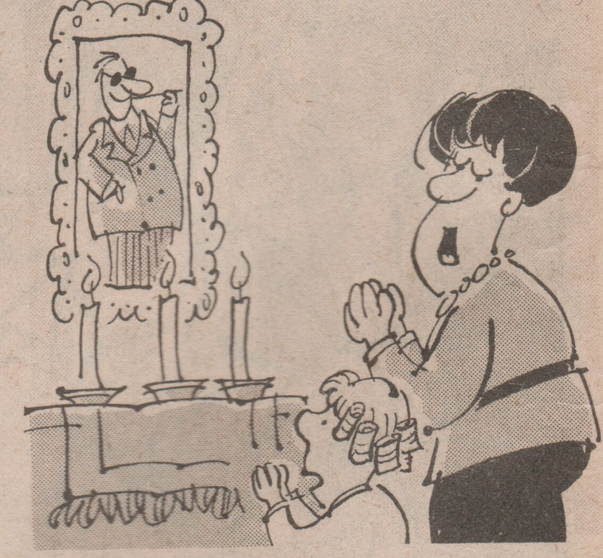
...studio executives actually call you first.

3 Hit Movies mean...



...critics find "symbolism" in your films that you never put there in the first place.

4 Hit Movies mean...



...Hollywood parents teach their kids to pray to you at night.

FOR A NOVELIST

1 Bestseller means...



...people will stop asking what you "really" do for a living after you tell them that you're a writer.

2 Bestsellers mean...



...as many as three out of every 1,000 people may actually recognize your name.

3 Bestsellers mean...



...Hollywood will pay you big bucks for the rights to make films that bear no resemblance to your novels.

4 Bestsellers mean...



...an American Express television commercial.

BIZ SUCCESS

FOR AN OPERA SINGER

ARTIST: PAUL COKER WRITER: MIKE SNIDER

1 Year at the Met means...



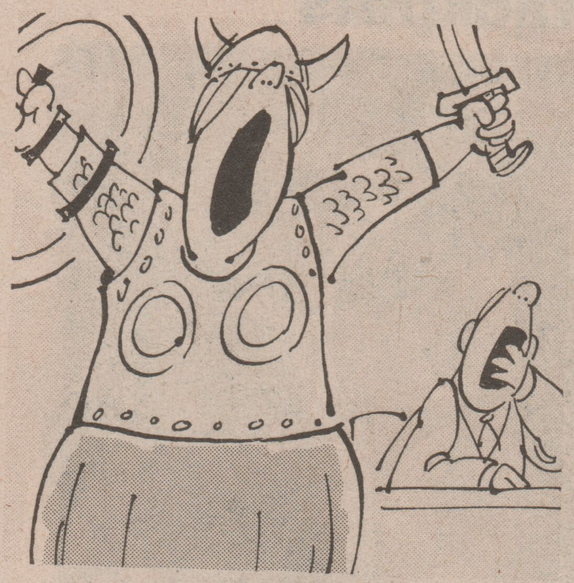
...a two-line mention on page 79 of the New York Times.

2 Years at the Met mean...



...a poster out front with your picture on it.

3 Years at the Met mean...



...an appearance on *The Tonight Show* as a token cultural guest.

4 Years at the Met mean...



...a recording session with Julio Iglesias.

FOR A STAND-UP COMIC

1 Guest Shot on *The Tonight Show* means...



...$457.98 plus a discount on an NBC tour.

2 Guest Shots on *The Tonight Show* mean...



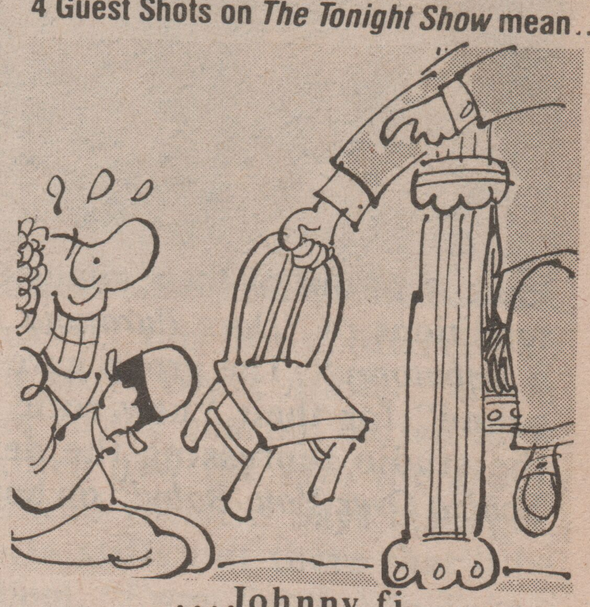
...you're booked to play 537 dumpy nightclubs—all named "Vito's."

3 Guest Shots on *The Tonight Show* mean...



...a network sitcom, two pay television specials and millions of people mimicking a "catch phrase" from your act.

4 Guest Shots on *The Tonight Show* mean...



...Johnny finally invites you over to sit down with him.

FOR AN ACTOR

1 Action/Adventure Film means...



...you're recognized by macho jerks who want to see if you are as "tough" as the character you play in the movies.

2 Action/Adventure Films mean...



...you get hit with 3,897 paternity suits, 99.99% of which are totally groundless.

3 Action/Adventure Films mean...



...you can star in a musical comedy, make a jackass of yourself—and still get away with it.

4 Action/Adventure Films mean...



...people will no longer compare you to Clint and Sly.

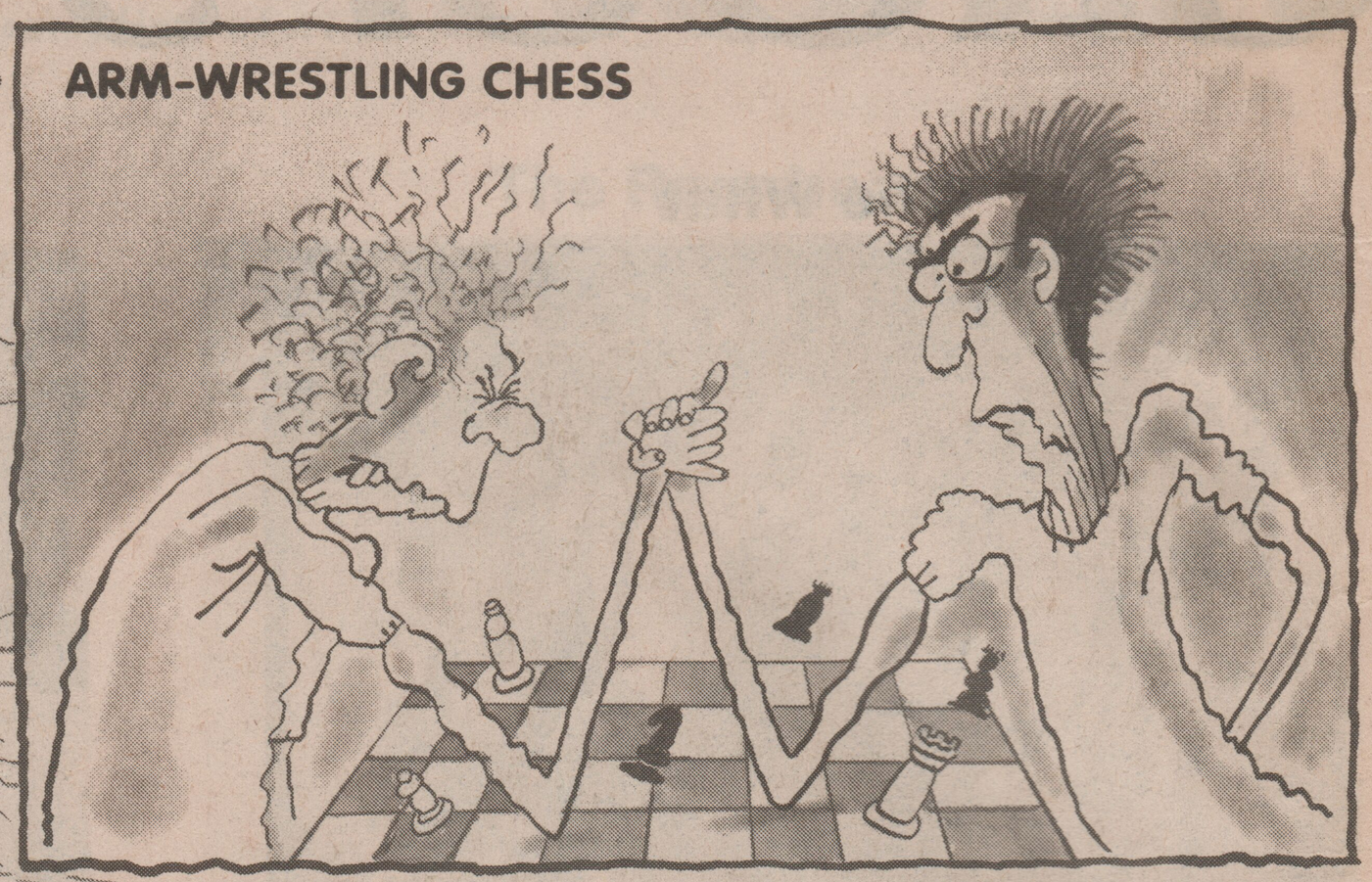
HUMOR IN A JOCKULAR VEIN DEPT.

SPORT ACTIVITIES fo

FIGURE-SKATE SKINDIVING

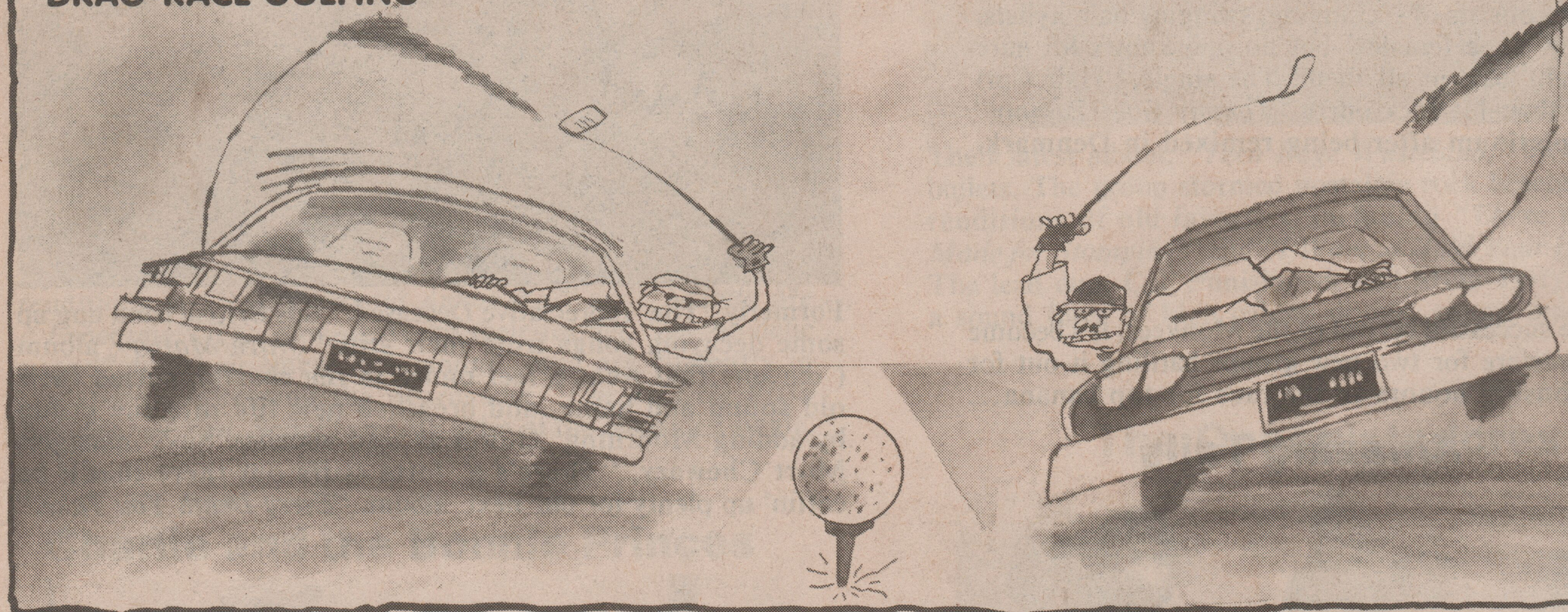


ARM-WRESTLING CHESS



ARTIST AND WRITER:

DRAG-RACE GOLFING

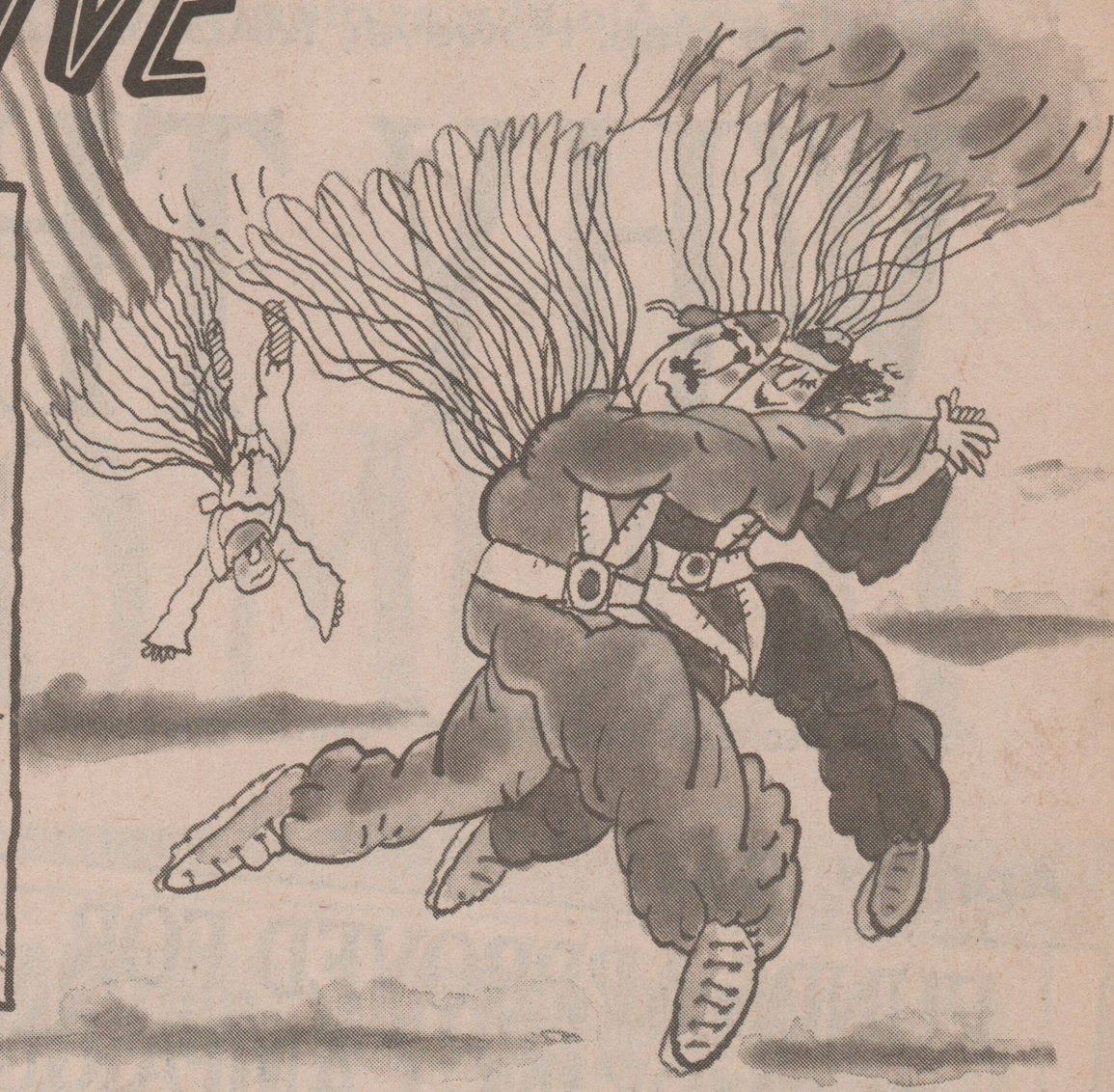


CROSS-COUNTRY BEEKEEPING

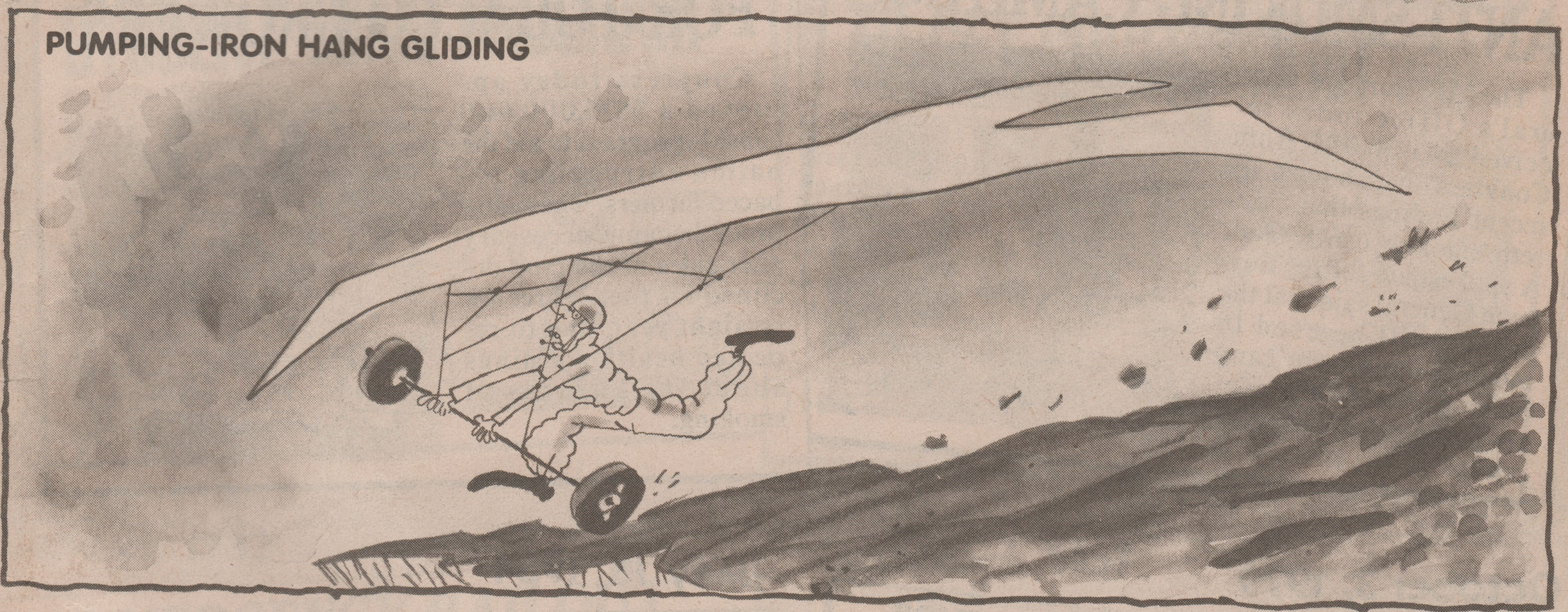


...or the HYPERACTIVE



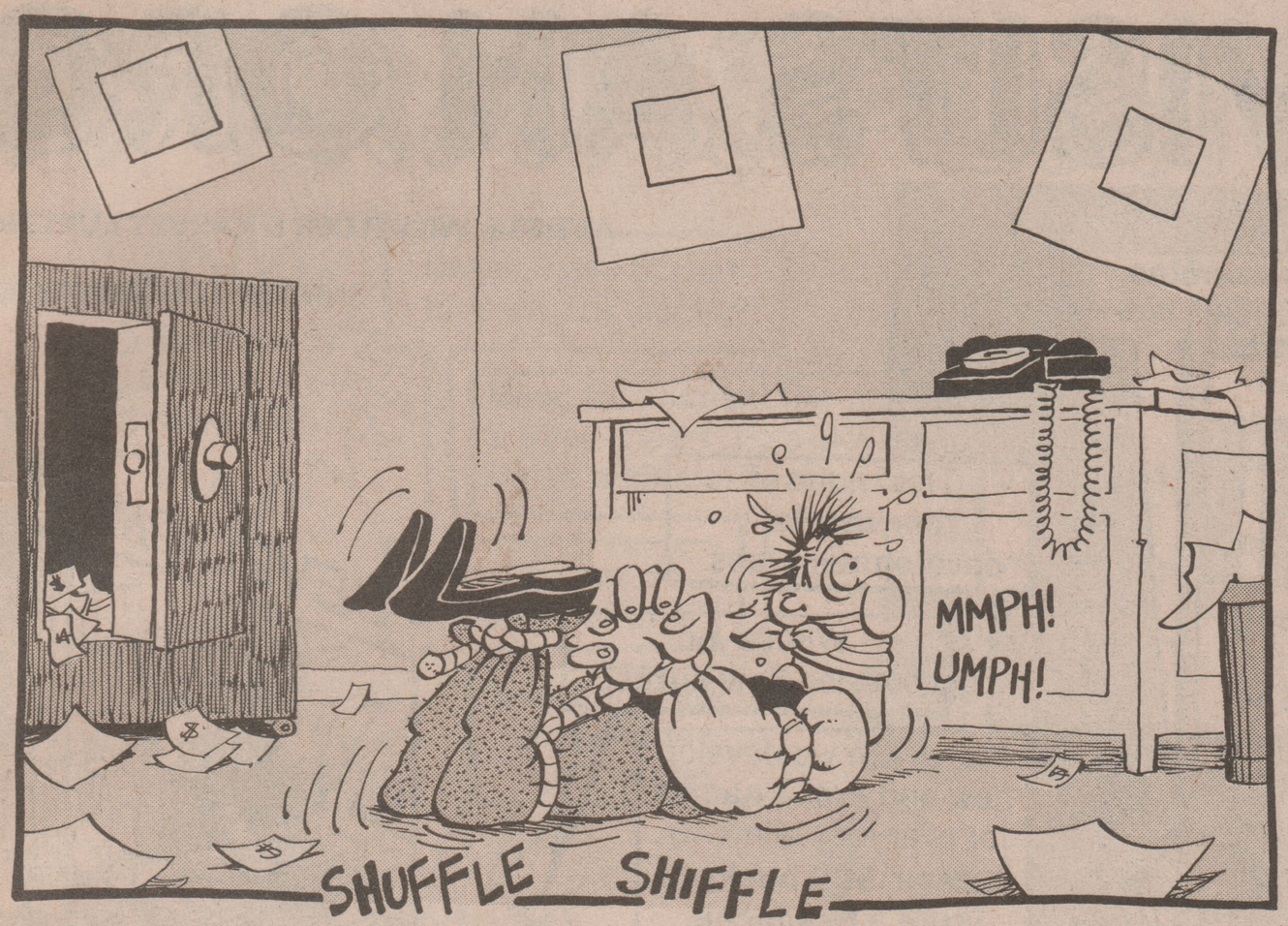


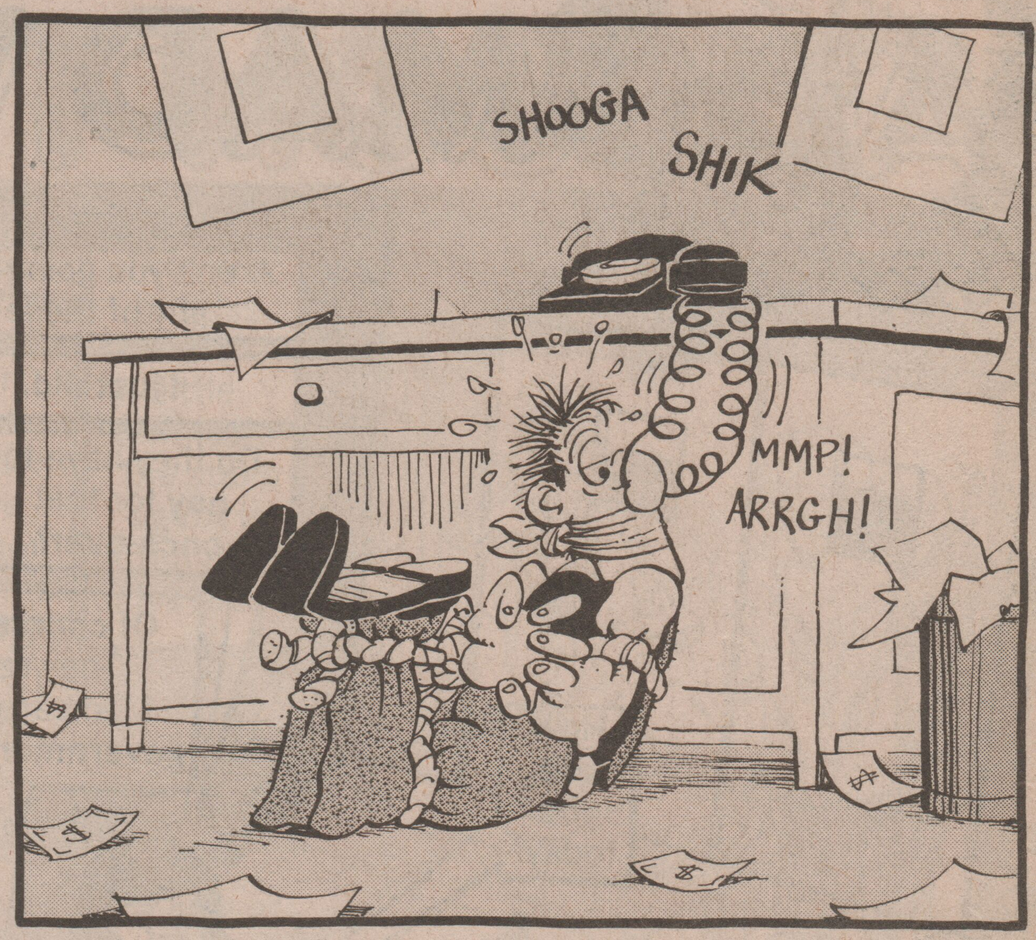
PAUL PETER PORGES

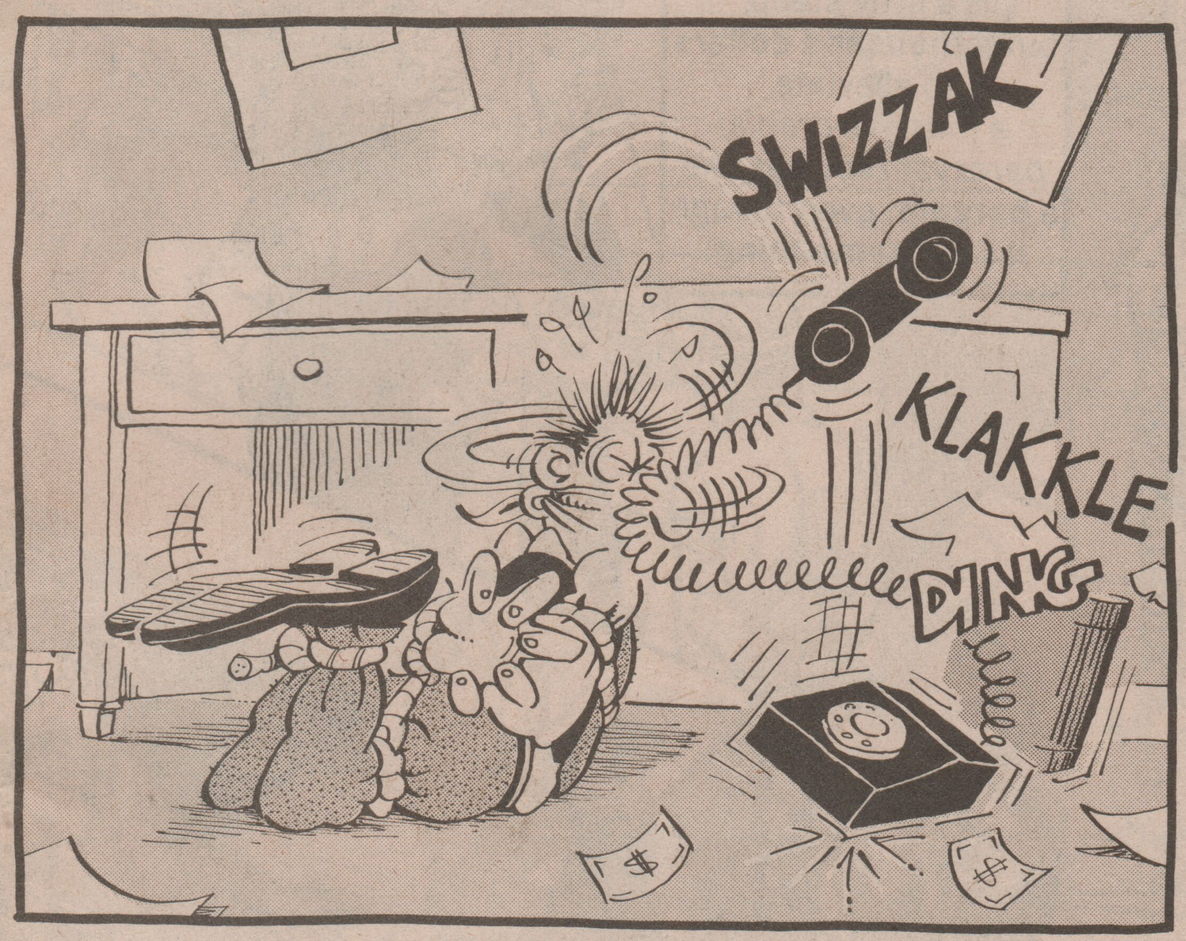


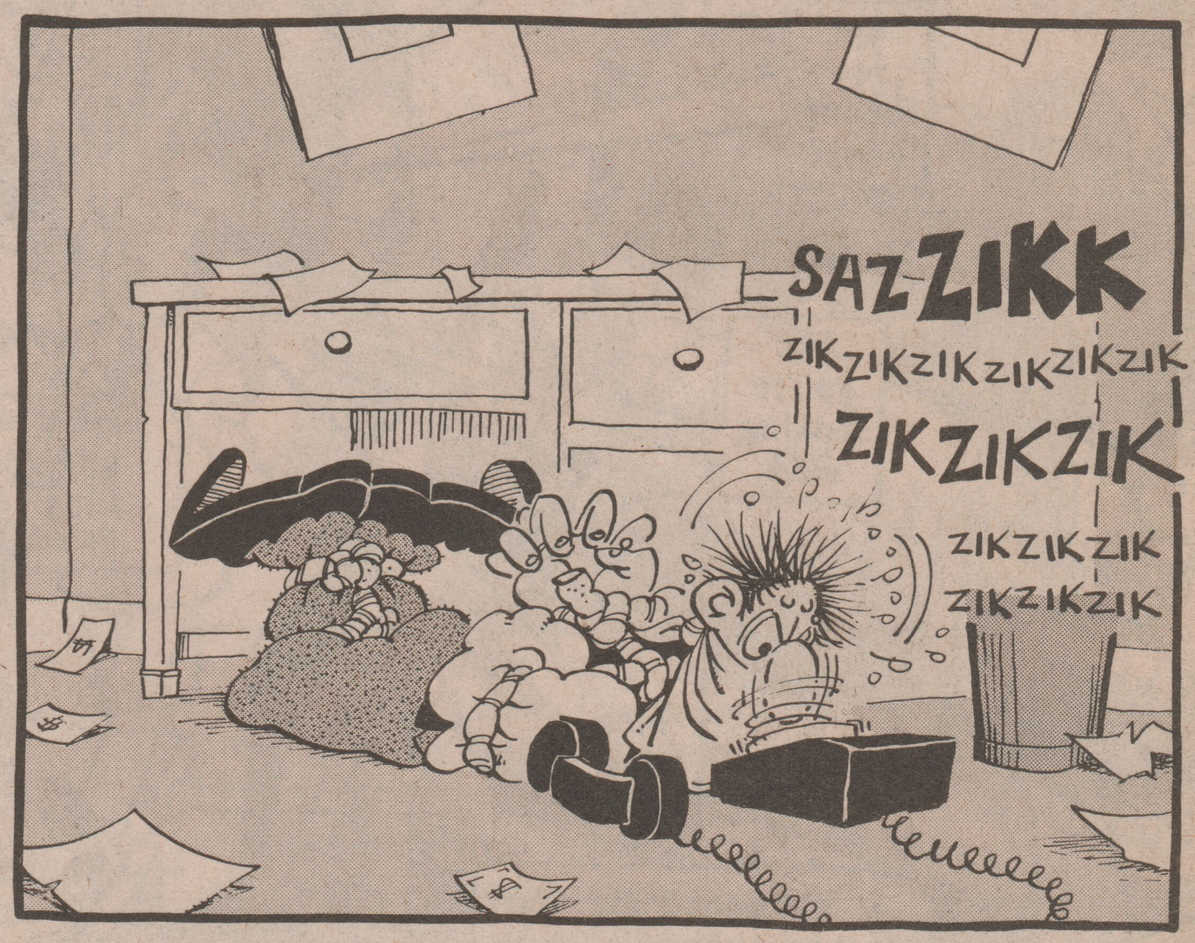
DON MARTIN DEPT. PART II

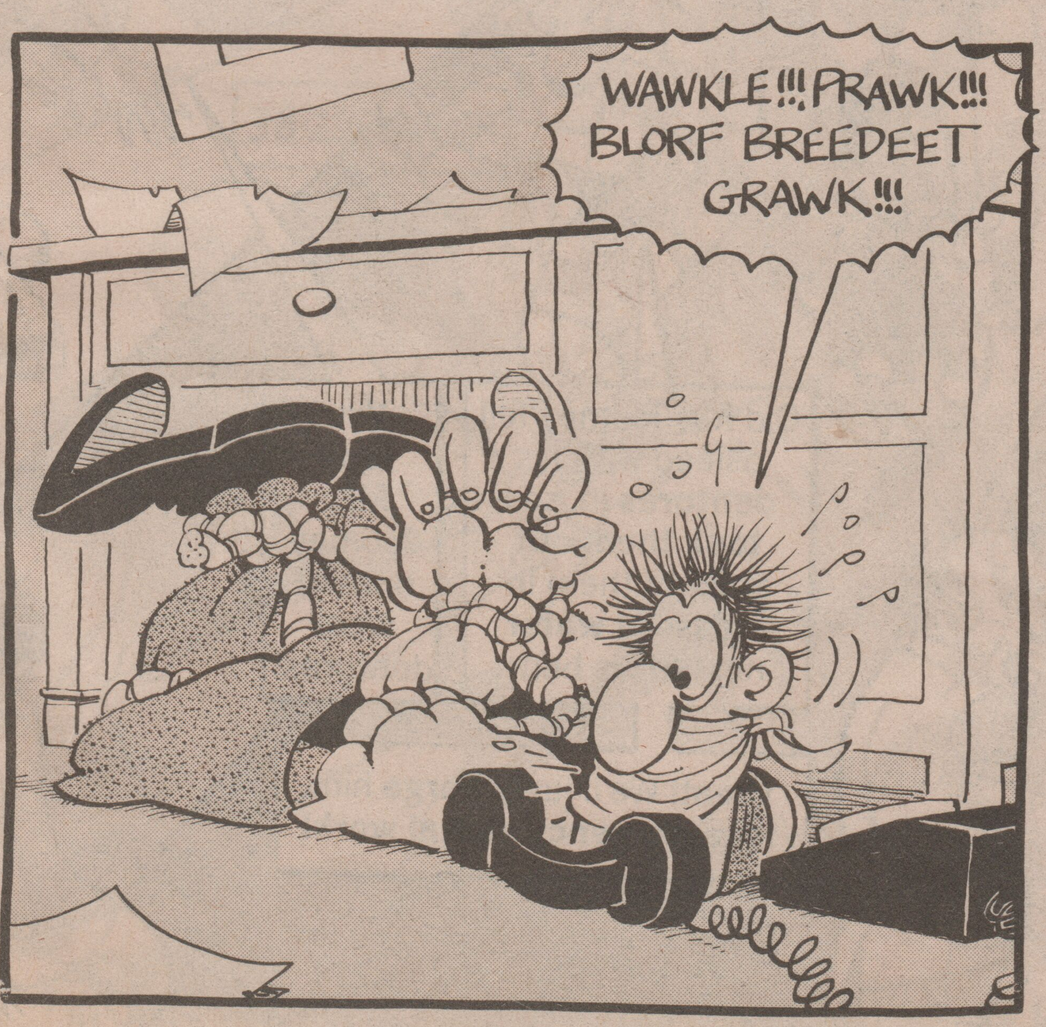
ONE FINE DAY IN THE SOUTH BRONX

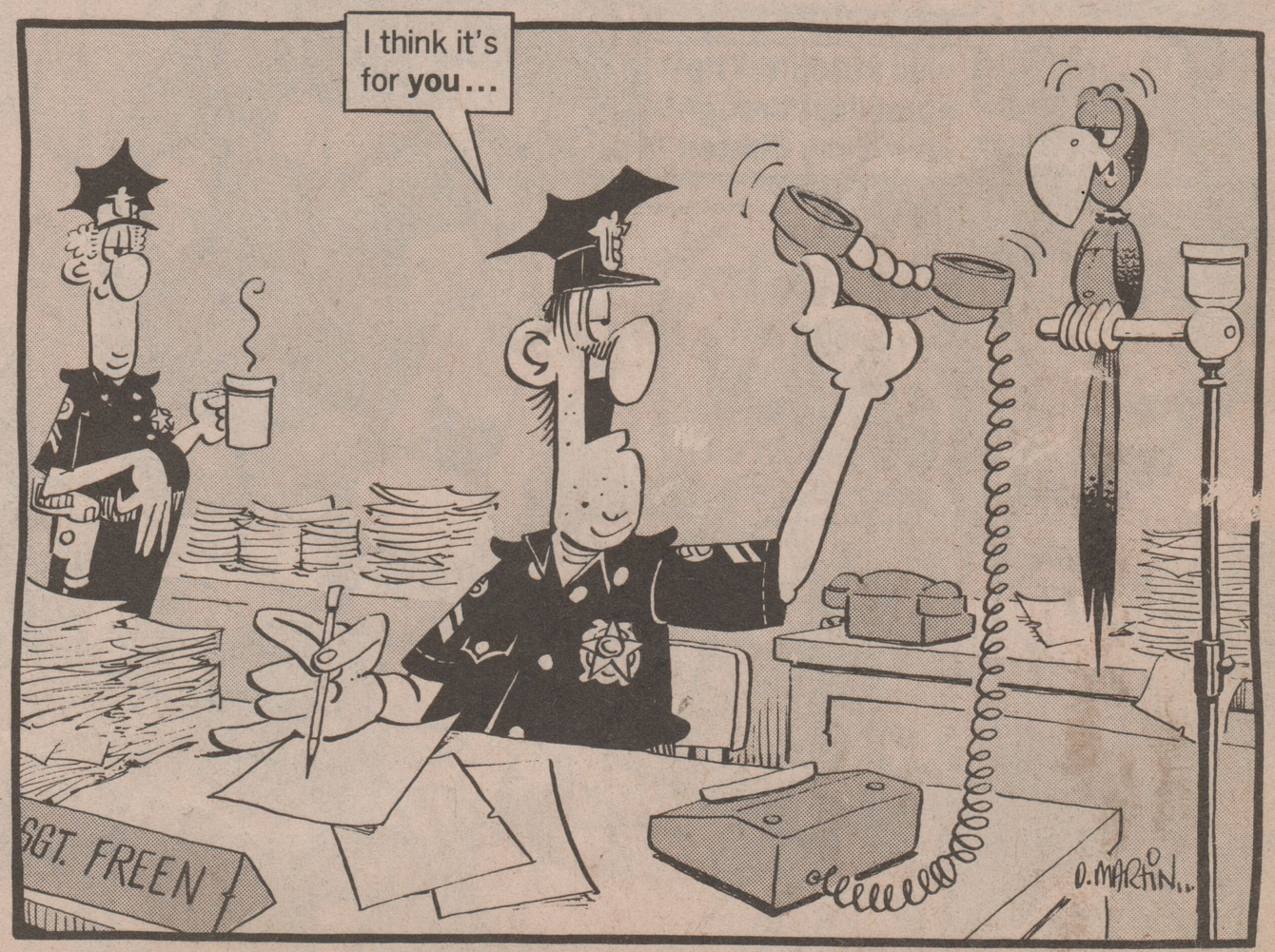












ARTIST: DON MARTIN WRITER: DON EDWING

DUNKIN' DONORS DEPT.

Hey, adoring fans, this is your old buddy Captain Lou Albino! Me and my protégé Cyndi Leper were sitting around the other day trying to think of something more important than rasslin'...and we couldn't! But we had all afternoon to kill, so we thought of

MAD VISITS AN ORGA

ARTISTS: WILL ELDER & HARVEY KURTZMAN

WRITER: LOU SILVERSTONE



Aren't you going to **examine** any of these people?

I **just did.**

Do they have to **pay** for that **once-over?**

Of course not! They're on Medicare. The **government** pays!

How **are** you today?

Are you **feeling okay?**

My, you're **looking well.**

Have a **nice day.**

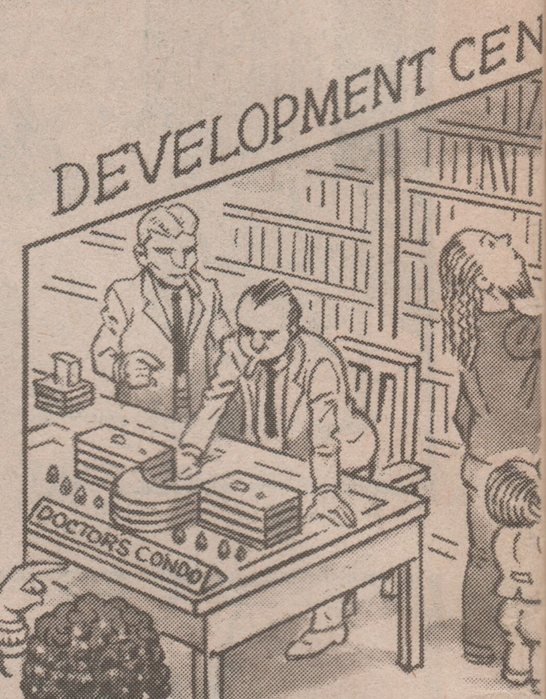
You **poor thing.** You **threw up** on your tray.

No I **didn't.** The nurse just brought it. It's my **dinner.**

This is one of our **special development** labs.

Where you develop **new cures?**

No, where we develop new and exotic **names** for everyday ailments. I mean, **500 bucks** to cure a **headache** is a little steep, but a **thousand dollars** to alleviate a *massive cranial paroxysm* **sounds** like a **bargain,** even though it's the **same thing!**



Old Mr. Toomey fell asleep with his **dentures** in, so I **took them out** and put them in a glass of **water** next to his bed.

You fool! Mr.. Toomey doesn't **wear** dentures!

Great! We'll just **charge** him for **emergency dental work!**

the next best thing to rasslin': pain, suffering and injury! The only place to find those things outside of a ring is at one of the hospitals or medical centers around the country that's doing experimental research and other gory things! So join us as...



AN TRANSPLANT HOSPITAL

Emergency Emergency in **room 319...**

TER

Do you have to **rush** to room 319, doctor?

Naw, that patient has an artificial heart. He's just having an **artificial** heart attack.

What do you **do** in a case like that?

Give him **artificial respiration,** of course!

A famous **Hollywood star** is getting a **heart transplant,** but it's a very **tricky** operation.

I thought heart transplant operations were **commonplace** now

They are, but this one is a little **different.** The star's **agent** is getting **10%** of his **heart.**

ST. NOWHERE HOSPITAL OPERATING ROOM

BO
E
Fisc

Nurse, I have a **hernia.**

Before we can do **anything** you'll have to take these **forms** over to that chair and **fill them out.**

But **that's** what gave me the **hernia** in the first place!

BAD AIR

We do **incredible** work here in the plastic surgery ward. This patient, for example, is actually **sixty years old.**

Wow, I never knew you could alter someone's **appearance** so **drastically.** What's her name?

Vito Dambrusky. He was a professional **football quarterback.** Like I said, we do **incredible** work here.

38-22-36 HIKE!

Mr. Albino, Ms. Leper, won't you **step this way?** The tour begins on the next page.

You picked a **good** day to visit. You're going to see **medical history** being made!

No, we're going to **transplant** the **brain** of an **ape** into a **man.** I must warn you, there will be a great deal of **blood.**

You mean you'll **operate without charging the patient?**

Big deal! Didn't you ever see a **championship rasslin' match?**

Doc, I've read that **ape-to-man brain transplants** have been tried **before.**

You're talking about the *Hooper Study.* Hooper tried to prove that **Attorney General Ed Meese** had had such a transplant, but he was **wrong.** Meese acts the way he does with a **human** brain!

SATISFACTORY

This operation has **never** been attempted before. If it's successful it will be a **major milestone.**

Right below the **circus transplant operation** that made a **goat** into a **unicorn!**

How major?

DETOUR

Did you ever see a **man's skull** opened up before?

Yeah, the time Andre the Giant **sat on** George "The Animal" Steele—but there was **nothin' inside.**

This place is really **wild.** Dig all these machines and lasers and blood and guts. It'd make a **great background** for my next **video!**

He's still **breathing,** Doctor.

LOOK FOR THE UNION LABEL

Now comes the really **crucial** part that will spell **success** or **failure.**

KOFF!

To see if his body **rejects** the new brain?

No, the **press conference!**

BURGER QUEEN

Mrs. Goober, stand next to your husband, hand him this **beer** and get a **ball game** on the tube.

Doctor, Frank **doesn't like** beer or baseball!

Me neither, but Americans like their heroes to be **regular guys.** Could you prop up Frank, Mrs. Goober? This is for **network TV.**

Sit up, schmuck! we're gonna be on **TV!**

LOTTERY WINNER

RESUSCITATO

Before we start the questions, the **President** is going to talk to Mr. Goober via a **special hookup.** We'll be able to watch on the television monitors.

Hey, this is a **big deal!** I mean the **Gipper** only calls up really **baaad** dudes, like the winning coach of the Superbowl or the World Series.

So how come he never calls up **Hulk Hogan!?**

Sanitized

Bonzo, you're **looking great!** Nancy and I want to **congratulate** you on your historic operation. Nancy said to tell you she's sending a **bunch of bananas,** haha!

Frank, will you **wake up,** that's the **President** talking to you!

After you recover, Frank, I **may** have a **job** for you here in Washington. Of course, with the **brain** of an **ape,** a **civil service** position is **out.** You'll be **over–qualified!**

Gurgle, gurgle...

Mr. President, I'm afraid **Mr. Goober** has **expired.**

That's **O.K.,** my offer to work for the government **still stands!** No one up here will notice he's **dead** for at least **two years!**

Doctor, do you **really** think this operation was of **any use?**

Of **course** it was! It may not seem like much to **you,** but we gave this man **12 extra minutes** of life. Next time, a patient may live for a half hour or even an **hour.** And one more thing, we helped him **fulfill** every American's **fantasy.**

Talking to the **President?**

No, **being on TV!**

What would you say was the most **positive** result of this operation?

My appearing on the **covers** of ***Time*** and the ***Enquirer*** in the **same week.**

So what, **I** did the same thing and all I did was **cut a record,** not some poor slob's **skull!**

Doc, how will you **choose** your next **victim,** er, patient?

Our next patient is going to be selected in a **dignified,** yet typically American way. The operation will be a **prize** on **"Wheel of Fortune."**

One last thing: The **saddest** part of the transplant business is that there are many more patients than available organs. Just **look** a **those** guys. He's been waiting **years** for a **heart,** and the other one **desperately** needs a **brain!**

WHO CONDUCTED THE MOST EXHAUSTIVE WASHINGTON PROBE RECENTLY?

HERE WE GO WITH ANOTHER RIDICULOUS

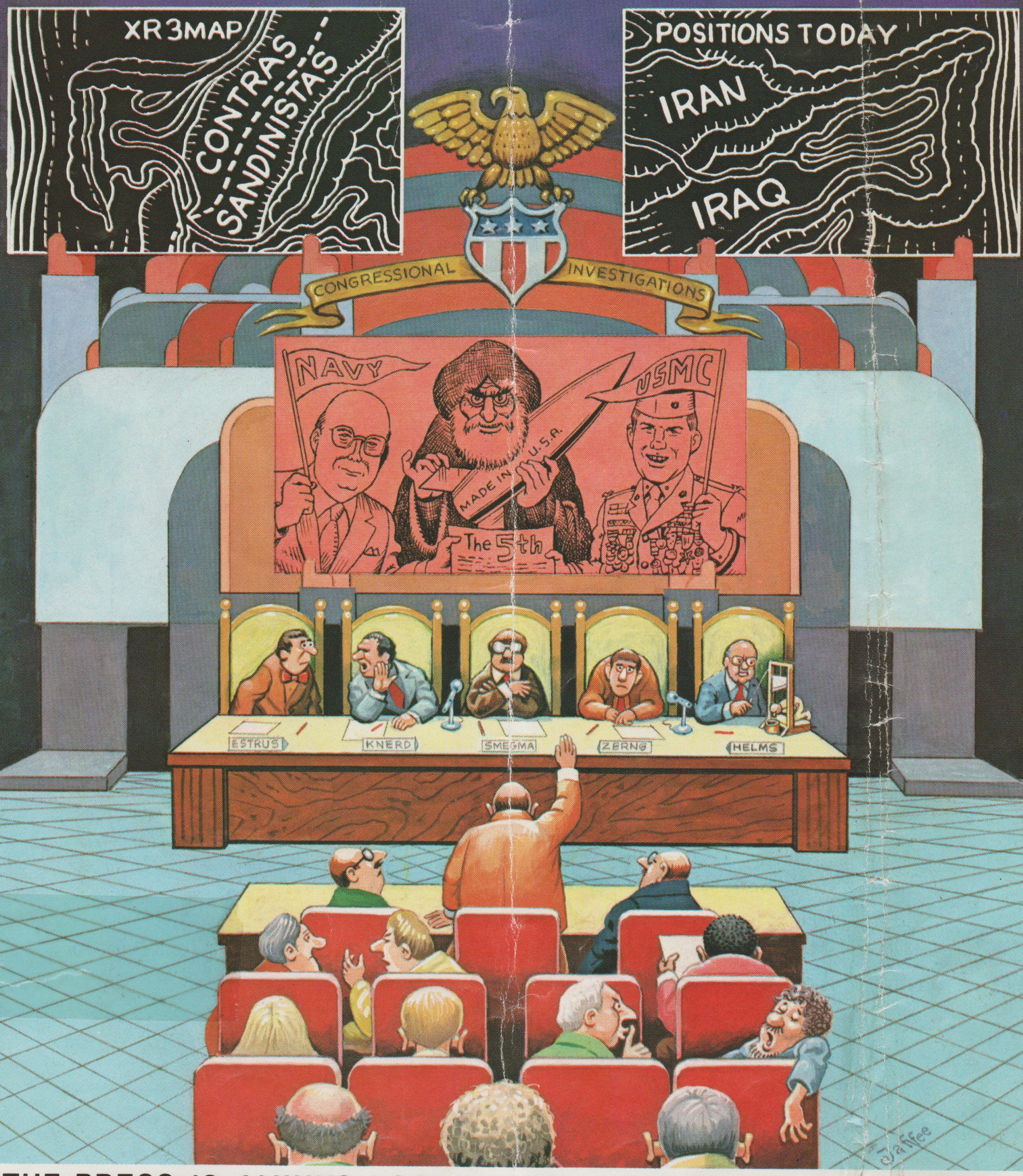
MAD FOLD-IN

A recent Washington probe received worldwide attention. To refresh your memory, fold in this page as shown.



FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"



THE PRESS IS ALWAYS LOOKING TO EXPLOIT ANY INCIDENT'S NEWSWORTHINESS. THEY ESPECIALLY LIKE TO DOCUMENT GORY DETAILS DUG UP BY INVESTIGATORS.

A► ◄B



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